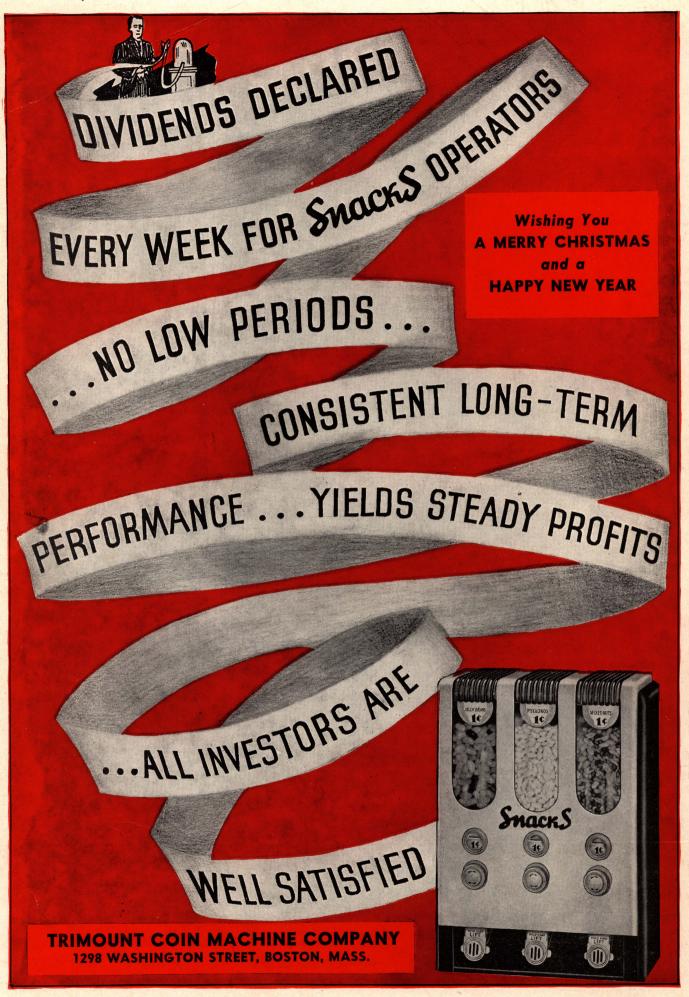


THE COIN MACHINE REVIEW A National Magazine of the Coin Machine Industry



Vol. 5, No. 6, December, 1937. The COIN MACHINE REVIEW, published monthly by Paul W. Blackford, 1113 Venice Blvd., Los Angeles, Calif. Patered as Second Class Matter, July 23, 1936, at the post office at Los Angeles, Calif., under the act of March 3, 1879.

Here's how YOU CAN ASSURE YOURSELF a steady income...



Fermanent Jucome Now—with U-Pop-It you may establish yourself in a permanent, profitable, pleasant and LEGITIMATE operating business that brings financial independence. Fortunes are made by giving the public what it wants—when and how it wants it. Everybody—young or old, generation after generation—enjoys delicious hot popcorn. It's always right the U-Pop-It way—appealing to the taste—appetizing aroma—always hot and fresh—you see and hear it pop—it's fascinating and satisfying. Good to the last mouthful. After once tasting hot popcorn the U-Pop-It way no one will ever go back to cold popcorn obtained the old way—any more than you would relish cold soup in place of hot—or a glass of flat beer instead of one that is freshly drawn. There's nothing like hot popcorn made the U-Pop-It way!

Thousands ons

An ever increasing flow of customers day after day, week after week, year after year, keeps U-Pop-It busy turning small kernels of popcorn into a healthful food product that means the biggest profits you've ever known in any legitimate operating activity! Think of it—half of every nickel U-Pop-It takes in is net profit for the operator! U-Pop-It solves the problem of permanent operating income.

Modern Design Consider the many, many places where you can profitably install U-Pop-It: Taverns—Drug Stores—Confectioneries—Bus and Railroad Stations—Airports—Hotel, Theatre and Office Building Lobbies—Factories—Y. M. C. A.'s—Clubs—Dormitories—Grocery and Chain Stores—Department Stores—School Supply Stores—Amusement Parks—Stadiums—Baseball Parks—Carnivals—Skating Rinks—Dance Halls—Pool and Billiard Halls—Garages and Filling Stations—Roadside Stands. In fact, wherever people congregate, you will find your locations. There are thousands of them which will welcome your U-Pop-It machines.

U-Pop-It has the flash, eye-appeal and inviting beauty of appearance that literally pulls customers to it time after time. It delivers a big bag of tasty, hot popcorn, fully popped and flavored in ONE MINUTE, without being touched by human hands. U-Pop-It is finished in smooth, gleaming white baked enamel, trimmed in black and chrome. Full visibility with colored lighting effects. U-Pop-It is precision-built and fully guaranteed. So simple a child can operate it. See back page for more details.

FOR STEADY, DEPENDABLE AND PERMANENT INCOME YOU OWE IT TO YOURSELF TO FULLY INVESTIGATE THIS BIG, NEW FIELD OF LEGITIMATE AND PROFITABLE AUTOMATIC MERCHANDISING. U-POP-IT IS THE SURE WAY TO IMMEDIATE AND FUTURE INCOME. PLAN FOR THE FUTURE! START NOW! LET YOUR INVESTMENT IN U-POP-IT BUILD YOU A BIG BUSINESS! IT'S BETTER TO SAY: "I'M GLAD I DID" THAN "I WISH I HAD." U-POP-IT ON LOCATIONS NOW WILL PROVE YOUR WISDOM. WRITE, WIRE OR PHONE YOUR ORDER TODAY!



UNIVERSAL APPEAL

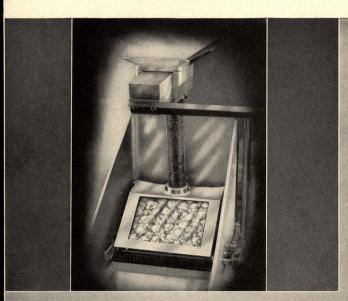
OF HOT, TASTY POPCORN AUTOMATICALLY POPPED AND VENDED FROM MACHINE TO SACK IN A MINUTE



FULLY COVERED BY A GUARANTEE THAT MEANS SOMETHING!
GUARANTEED AGAINST ANY HIDDEN DEFECTS! A PRECISIONBUILT PRODUCT OF DAVAL, BACKED BY 29 YEARS OF SUCCESSFUL
MANUFACTURING AND BUSINESS EXPERIENCE-PLUS FAIR DEALING!

EVERY FEATURE A TRIUMPH!

U-POP-IT... an Operator's Machine... Precision-built for Years of Profitable And Pleasant Operation..



For the Public Beauty and Utility

For the Operator A Dependable Income

MODERN CABINET DESIGN . ROUNDED CORNERS . NO SHARP EDGES . SMOOTH, WHITE BAKED ENAMEL FINISH, BLACK AND CHROME TRIM . FLASHER TYPE COLOR ILLU-MINATION IN TOP . SEPARATE LIGHT SWITCH FOR DAY-TIME OPERATION . FULL VISIBILITY OF POPPING COM-PARTMENT . EASY ACCESSIBILITY FOR FAST SERVICING . EXTERIOR AND INTERIOR EASILY WASHED AND CLEANED . REMOVABLE GLASS PANELS FOR EASE IN CLEANING . LARGE SIZE SALT SHAKER READILY ACCESSIBLE BUT SE-CURELY CHAINED . LOCKED RAW CORN COMPART-MENT . . . 18 POUNDS CAPACITY . POPPING OIL COM-PARTMENT QUICKLY REFILLED . TWO LARGE COMPART-MENTS FOR BAGS REMOVABLE ONE AT A TIME . 250 BAGS OF POPCORN FOR EACH REFILL . NOISELESS OPER-ATION EXCEPT FOR THE PLEASING CRACKLE OF POPPING CORN . BOLTS FOR FASTENING TO FLOOR AND WALL BRACKETS ARE AVAILABLE . OVERALL DIMENSIONS: 163/4 x 201/2 x 643/4 INCHES . UNCRATED WEIGHT: 165 POUNDS; SHIPPING WEIGHT: 200 POUNDS.

Mechanically Right All the Way Through

FITS INTO LESS THAN TWO FEET OF FLOOR SPACE . ONE PIECE WELDED STEEL, BAKED ENAMEL CABINET . 60-POUND CAST IRON BASE FOR STABILITY . OTHER CASTINGS IN ALUMINUM WITH STAINLESS STEEL FITTINGS . NON-COR-ROSIVE, NON-RUSTING MOVING PARTS - 90% MECHAN-ICAL . NO ELECTRIC MOTORS, TRANSFORMERS, OR CON-TACTS . AUTOMATIC CUT-OFF SWITCH WHEN CORN IS POPPED . NO OVERHEATING . NO BURNED CORN . AIR COOLED . RAW CORN PROPERLY HUMIDIFIED . POSI-TIVE NON-JAMMING GATE DELIVERS UNIFORM QUANTITY OF CORN FOR EACH NICKEL . OVERLOAD PROTECTOR SWITCH PREVENTS THE BLOWING OF FUSES . EXTREMELY ECONOMICAL . MINIMUM CURRENT CONSUMPTION . REMOVABLE WASTE BASKET ATTACHED OUTSIDE OF CABI-NET FORMING PART OF MODERNISTIC DESIGN . A. B. T. COIN CHUTE WITH EASY-PUSH HANDLE . ENCLOSED MONEY-BOX WITH PICK-PROOF LOCK . VEEDER-ROOT REGISTER PROVIDES CHECK ON RECEIPTS . MACHINE PLUGS INTO ANY 110 VOLT A. C. OR D. C. LINE.



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CHICAGO

AFFILIATED WITH DAVAL MFG. CO.

EXCLUSIVE CALIFORNIA DISTRIBUTORS

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AUTOMATIC CORN POPPING AND VENDING MACHINE

A MESSAGE FROM LOU WOLCHER . . .

... To operators with foresight wing can look ahead ... Who know a protitable business when they see it ... Who want permanent, steady earnings and a dependable future income ... I am proud to announce that ADVANCE AUTOMATIC SALES has been officially appointed exclusive distributors for the U-POP-IT automatic popping and vending machine in the State of California.

The U-POP-IT machine is without question the greatest development in coin-operated machines of recent years. Its appeal is universal . . . Its appearance is beautiful and flashy . . . Its product is delicious, nourishing, piping-hot popcorn, delivered to the customer in a minute!

I want personally to urge all progressive operators to investigate this chance of a lifetime, and invite them to visit either branch of ADVANCE AUTOMATIC SALES COMPANY for a demonstration and full particulars about U-POP-IT.

(Signed) Lou Wolcher

ADVANCE AUTOMATIC SALES COMPANY



U-POP-IT

By

RANEL

It builds permanent, steadily increasing income in a legitimate operating business!

U-POP-IT IS

a thoroughly perfected automatic corn-popping and vending machine.

PRECISION-BUILT

to stand up and deliver years of profitable service in thousands of locations.

FULLY GUARANTEED

Against all hidden defects, a product of Daval, backed by 29 years of successful manufacturing and business experience — plus fair dealing.

ADVANCE AUTOMATIC SALES CO.

1021 Golden Gate Ave., San Francisco, Calif. 1154 W. Washington. Los Angeles, Calif.

-ANNOUNCING-

the appointment of

A. R. (BUD) KINNEY

2603 Second Avenue, Seattle Washington (CALIFORNIA HEADQUARTERS TO BE ANNOUNCED SHORTLY)

as

DIVISIONAL FACTORY REPRESENTATIVE

U·POP·IT

AUTOMATIC CORN-POPPING AND VENDING MACHINE by RANEL

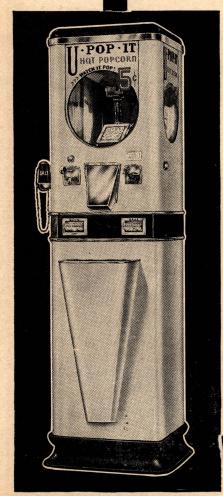
... in the states of:

MONTANA, OREGON, CALIFORNIA, NEVADA, ARIZONA, NEW MEXICO, COLORADO, UTAH, WYOMING, IDAHO and WASHINGTON.

RANEL, INCORPORATED is pleased to announce the appointment of A. R. (BUD) KINNEY as exclusive Western Divisional Factory Representative for the thoroughly perfected U-POP-IT automatic corn-popping and vending machine! The many years of pleasant and profitable relationship of Bud Kinney with western coin men fully qualify him in his capacity to serve both operators and distributors in their respective areas, assisting Ranel Distributors to help operators become established on a firm and sound basis with U-POP-IT in a permanent and legitimate operating business!

RANEL, INCORPORATED

315 N. HOYNE AVE. . . . CHICAGO, ILLINOIS



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DECEMBER COVER PHOTOGRAPH

by A. L. Schafer

The girl is Rosalind Keith, Columbia Pictures' Star

The COIN MACHINE REVIEW for December, 1937, Vol. 5, No. 6. Published monthly at 1113 Venice Boulevard, Los Angeles, Calif. Paul W. Blackford, editor and publisher; Herbert L. Mitchell, associate editor. CHICAGO OFFICE: 35 East Wacker Drive, C. J. Anderson, manager; R. P. Nuyttens, assistant manager. Representatives in all principal cities throughout the United States and Canada. SUBSCRIPTION RATES: 25c per copy; \$1.00 per year; 3 years for \$2.00; \$1.55 per year foreign. ADVERTISING RATES ON APPLICATION.

Jennings Presents . . . POWER PLAY

A new 5-ball NOVELTY GAME crammed with action, fascination and comeon! POWER PLAY has power to burn in its play appeal. Its

drawing power will amaze you, and the players of the country will go wild. It's highly exciting for all the players, and the returns to the operators will show it. ONE GAME FREE WITH EACH TEN PURCHASED.

A CARLOAD A WEEK

of Seeburg Royale and Rex 20 Record Symphonolas are being delivered to Southern California. They've GOT WHAT IT TAKES for GREATER DAILY PROFITS. You can be a leader, too. Investigate Seeburg today.

JEAN MINTHORNE, Branch Manager

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LOS ANGELES

Now You Can OWN **MORE UNITS** and Earn **MORE PROFIT**



Now, with SILVER KING Vendors, it is possible to secure a SUPERIOR machine at a price which makes it possible for you to own a larger number of units for a given amount of money than you'd pay for a smaller quantity of most other "ordinary" machines.

We're carrying an ample stock of new SILVER KING Vendors in order to make immediate deliveries. And when we say "ample" and "immediate" we mean just that. We've been selling lots of these machines, and operators demand that they get them in a hurry in order to cash in on the extra profits that come with owning extra machines. You will too!

One look at the exterior and the mechanism will convince you.

(Successor to Dick Tyrrell)

Vending Machine Headquarters

1356 W. Washington Blvd. PRospect 0564 LOS ANGELES, CALIF.

MACHINE REVIEW

WARNING!

The POPMATIC automatic corn popper and vending machine is the result of three years' effort to produce a machine that will give satisfactory service under all kinds of operating conditions

Others, attracted by the tremendous ovation given the initial announcement of POPMATIC, are endeavoring to offer a machine using similar mechanical principles

Operators are hereby advised that the Popmatic Manufacturing Company has taken the precaution of registering its trade mark in the U S Patent Offices — and has obtained United States and Canadian patents covering the patentable features of the machine

U S, TRADE MARK NO 350,681 REG, OCT 5, 1937
U S PATENT NO 1,976,142,
U. S PATENT NO 2,078,719,
CANADIAN PATENT ISSUED MARCH 3, 1936

We are going to protect our rights and we therefore inform operators of our intentions

To Be Safe - And Sure - Buy POPMATIC!

POPMATIC

MANUFACTURING COMPANY

5147 Natural Bridge Ave

warve

St. Louis, Mo.

MACHINE REVIEW

Are Manufacturers Giving the Operators a Break?

An interview with Saul Kalson, General Manager, Greater New York Vending Machine Operators' Association, by Irving Sherman.

You can't tell it to Saul Kalson. He won't believe you. Saul is a very definite individual and his job as general manager of the Greater New York Vending Machine Operators' Association with headquarters in Brooklyn, New York, has made him pretty sore about some things. Kalson doesn't like the way things are going for operators—all operators, he assures you, regardless of whether they are members of an organization or not. He is positive on this.

'Things have got to stop," opines our talker. "I think operators have been showing all the patience in the world, but there's an end to angelic dispositions. Times come when we must go on the warpath

or else-

What is this "else" that Kalson has in mind? The speaker is out to make no bones about it. You see that he has been thoroughly primed and is now

ready to fire.

'Manufacturers of coin machines do not seem to have learned the lesson of other industries," he begins. "The coin machine manufacturers could well take a leaf out of the automobile industry's book. As a well-known figure has said, 'let us look at the record.

"We will suppose," continues Kalson, "that the automobile manufacturers were to raise the price of their machines fifteen and twenty per cent each year. In this supposition, can it be contended that the consumer would stand for the increase?" Kalson shook his head. "It couldn't be done. The consumers wouldn't stand for it and the automobile manufac-

turers know it. Yet coin machine manufacturers seem to think differently. They seem to think that the traffic can bear the kitty. Surely someone has to call their

card sooner or later!

"Let us stick a little while longer to the automobile people. Fifteen to twenty years ago, the cheapest car was sold for about one thousand dollars. Did the manufacturers continue to think in terms of increased prices or did they continue to think differently. Conditions and prices of automobiles today ought to tell us at once in which direction automobile manufacturers set their thoughts. All of us know that a car that sells for seven hundred dollars today is not only half the price of former years but, more important, it probably represents ten times as much value. Now that's merchandising for you. That's giving the consumer a run for his money!

"We will now turn our thoughts back to the coin machine industry. What obtains here?

"In the coin machine trade we find the reverse of what has transpired in automobile manufacturing. The coin machine manufacturer is now charging 400 and 500 per cent more for machines than he did five years ago! And that is not all. Operators come to me and tell me that prices are going even higher, and how in the world are these men going to continue in the business? Their very existence is being threatened by a situation that is certainly anomalous and that to many of us who are in daily contact with the operator, seems a deliberate passing of the buck! Furthermore, it is not the operator alone who is suffering. There is a vicious circle in this, for as prices reach the sky, volume sales of machines fall off, and where formerly we would have between five and ten thousand of a good number sold, I, for one, have information from one of our largest distributors in the East, that the best machine on the market today has a total sale of only five hundred units in all the five boroughs of Greater New York!

"Think of it! Five hundred machines as compared with almost five thousand! Manufacturers are not hurting anybody else but themselves. Certainly factories can't keep going at the pace thus set.

Something has got to be done!"

What may this something be? Has our crusader any ideas, any programs he may advocate? There is a definite movement afoot to get action.

For news of this readers are referred to pages where the joint meeting of New York's two Associations is recounted; yet Kalson, in clarifying the operator's view was at pains to stress that any and all moves to correct abuses and evils in the trade cannot have for their aim remedy for a group only

-any group.

"I wish to make particularly clear," he asserted, "that if there is anything that I or anybody else urges or recommends that succeeds in helping the operator only at the expense of any group or combines of groups, then what is proposed is to be ignored and does not deserve the serious consideration of anyone. Correction must positively be for the benefit of all in the trade, and because I have this in mind, and I am sure most of the operators have, too, dissatisfaction is aired.



Association Manager Kalson

(Continued on page 15)

Here come the clowns! . . Listen to the Band! Look-elephants! . . Look at the Lady's Beard!

Let's Have Some Popcorn!

There's many an old-timer who'd like to turn back the clock to be a boy again—if just for the night-in order to get as big a kick as he once did out of the two big events of the year: the Circus, and Church on Christmas Eve. At Church he had a bag of candy, a popcorn ball, and saw Santa Claus and a tree festooned with popcorn. At the Circus he saw the beautiful lady riding bareback, the clowns, the lions, he may have had some pink lemonade, and of course he had popcorn.

The chances are that whenever he sees and smells popcorn he relives those days. But whether he does or not, he buys popcorn almost every time he sees it, and knows it's clean and wholesome, just as women, and youngsters do. Popcorn is wholesome, sat-

isfying to hunger, a good food, and that's why everyone buys it from the first and finest Automatic Corn Popping Merchandiser — POPMATIC.

Wide-awake, live-wire operators everywhere are cashing in on the public's love for popcorn. They're cashing in steadily, week after week. They're cashing in richly, with handsome returns from this full-sized hundred percent legal merchandiser, and they're seeing repeat business grow constantly.

If YOU are a live-wire operator, and wideawake, YOU'LL CASH IN, TOO. YOU'LL be assured of a STEADY income, an EXCEL-LENT profit. INVESTIGATE POPMATIC TODAY! Over 250 now in operation in California.

IMMEDIATE DELIVERIES

from

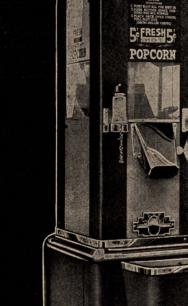
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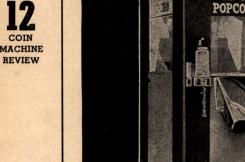
Write, wire, or see it at the exclusive distributor for California, Arizona, Nevada and Utah

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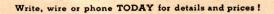
No need to INVESTIGATE if you INVESTIN FORMAGE

Trade Mark Registered U. S. Pat. Off.

FIRST and BEST ...
Leader and Pioneer

BUT 3 YEARS OLD AND FULLY PATENTED POPMATIC is not an imitation - it's

POPMATIC is not an imitation - it's the original automatic corn popper and vending machine - the result of more than three years of development and testing . . . Fully patented features - housed in an attractive modernistically designed cabinet - insure simplified, positive operation . . POPMATIC is past the experimental stage . . . it is proving profitable in hundreds of locations. . . . POPMATIC offers a steady, legitimate business for someone in every town in the United States.





Typical locations include: Taverns, Theatre Lobbies



Drug Stores, City Garages Railway and Bus Stations.



Filling Stations, Dance Halls, Pool Rooms Skating Rinks

POPMATIC MANUFACTURING CO.

5147 NATURAL BRIDGE AVENUE

ST. LOUIS, MISSOURI

News from the Heart of America

By B. K. ANDERSON
KANSAS CITY. (RC)—Thanksgiving—
the big turkey, cranberry sauce, and
all the trimmings—trimmings that include not only the hot platter and assorted dishes that make over-indulgence practically compulsory, but trimmings that give every indication of
making themselves felt long after this
season of feasting and hot gridiron
rivalries is past. In short, several of the
biggest developments in coin machine
history in these parts are under-way.

history in these parts are under-way. There has, for the past two months, been an undercurrent of excitement around operators' and jobbers' headquarters. It began shortly after local authorities cast unfriendly eyes in the direction of payout equipment. Every operator knew that there was to be a mild revolution in coin machine operation hereabouts. The immediate result was the surge of new bulk vendors that found thousands of new locations overnight.

Practically every operator in this vicinity now has a strong holding in these merchandise vending machines. And few, indeed, are the operators, who have just recently taken to this equipment, who are not now saying: "Why the heck didn't I have some of these all along?"

Manufacturers throughout this section, always alert to operator needs and anxious to anticipate future trends, not only have shifted all the units of their plants into production of this type of equipment but are running at capacity. There is at the present no acute shortage in this immediate vicinity, but several rural sections in Kansas, Nebraska, and Missouri have reported

that delivery is not what it was early this year.

John Niedecken, Falls City (Nebraska) operator, in Kansas City on a recent business trip reported that there is an actual scarcity of new equipment in his territory. And says that this doesn't add up because there is actually more money in, and being spent, throughout his section of the farm-belt than at any time in the past eight years.

A further proof of what this added billions of dollars in farm receipts this year is doing for operators was brought out by the November opening of Sportland in Richmond, Missouri.

Sportland, owned and operated by Charles Brown, Richmond operator, is a recreation center devoted entirely to coin machines. It literally sparkled into existence November 12, with a grand opening attended not only by local coin machine men, but by several thousand of the local citizenry. At the much-publicized opening the ladies were decidedly in the majority. Each was presented with a rose. But the crowd was so much greater than anticipated that, in less than two hours after the opening the 600 roses were gone, and a mad rush to local florists practically depleted their entire stock of carnations.

Joe Winton, of United Amusement Co., who passed out the flowers to the guests at Sportland's opening, says he is still just a little groggy to find that there are over a thousand ladies in the town of Richmond alone that are interested in coin machines. And taking the very conservative estimate that there are two men to every woman interested in coin machine entertainment, Brown's Richmond Sportland should have a very prosperous outlook for the future.

Through Carl Hoelzel's United Amusement Co. passed the equipment that is now in Sportland, and not least among the official greeters at the grand opening was Carl.

The COIN MACHINE REVIEW and all coin machine interests throughout the Missouri Valley join in wishing Brown and his Sportland the very best of success. And if that grand opening and million dollar display of equipment is any criterion, they'll certainly have it

any criterion, they'll certainly have it Announcement of another development along this line has been made by Messrs. Mason and Crummett for their Central Distributing Co. They announce that agreements have been reached whereby they will take over the storeroom formerly occupied by Midwest Novelty Co. at 1322 Main Street, Kansas City, Missouri. This location is in the heart of Kansas City's business and theatre district.

This venture, also to be known as Sportland, will be a recreational center devoted entirely to coin machines of a merchandising and entertainment nature. It will feature large and expensive equipment such as bowling games, pop corn machines, photograph machines, weighing and fortune-telling machines, ray guns, music boxes, baseball games, etc.

There will be no direct payouts, but awards for skill will be made in a manner to stimulate play. All are nickel play machines.

This Kansas City Sportland is expected by its owners to prove an ideal trying ground for machines that come on the market in the future. It will not only allow them to stand the test of competition alongside of older proven machines, but will also give them a chance to observe first-hand the problems that will be encountered in operating the equipment.

Central Distributing Co. offices, stock and display rooms will remain at the same West Linwood address. This address will also continue to be the company's operating headquarters.

Central also reports music machine receipts continue to be strong and that there is a very favorable outlook for music operators for the winter season. Bowling games also give every promise of coming into their own now that the space they occupy is well paid for both from the coin boxes and the extra customers they attract. Central gives as proof of this popularity the fact that three carloads of Skee-Ball have passed through their storerooms in the past three months. Some are being operated by Central and others have been sold to local operators. Taverns are the

(See KANSAS CITY, Page 22)

COIN MACHINE REVIEW

There was a young operator from Bombay
Who came to America to stay,
Said he, "Let me know
Just where at the show
Is \$100.00 in prizes given away?"

See Page 22

WERTS Jar-O-Smiles

FISHO



NEW ROD & REEL TICKET JAR DEAL EVERY SPORTSMAN'S FAVORITE

A real "sporting" Ticket Jar Deal full of vim—vigor—vitality. Can't be beat for fast repeats on any location. Big "bait" catches them hook, line and sinker. Available in 5c and 10c play.

88 SEAL JACK POT CARD PAYS \$1 TO \$25 AND \$50 JACK POT

NEW EXCLUSIVE OPERATOR'S PLAN

Jar-O-Smiles FISHO is manufactured exclusively for operators. On our new plan, it will be sold to only one operator in each county. Here's your opportunity to "clean up"! Introduce this new deal now knowing you are fully protected on repeat business. Get the details quick! While territory is open.

2520 TICKETS — 133 WINNERS TAKE - PAYOUT - PROFIT

2520 Tickets at 5c Takes in\$	126.00
Total Payout (Average)	
PROFIT per Deal (Average)\$	38.70

ANOTHER WINNER BY
THE ORIGINATORS
OF TICKET JAR DEALS.

WRITE TODAY for full details about FISHO and other new
WERTS Ticket Jar Deals on our new Exclusive Operator's
Plan. Attractive big profit discounts. Send NOW!

DEC.

WERTS NOVELTY CO., Inc. Dept. C.M.R.-12 MUNCIE, IND.

Are Manufacturers Giving the Operators a Break?

(Continued from page 11)

"We will get back to coin machine manufacturers. Wouldn't it be much more advisable and profitable in the long run to all concerned if, instead of producing five hundred units and pricing these units at an exorbitant or unreasonable profit, the manufacturer would produce five thousand at only a small profit per machine. It is my firm belief, and the belief of the majority of operators for whom I am talking, that a good number can be made and sold to the operators in large quantities at very near to half of today's prices. 'How?' it is asked. I answer, 'by effecting economies in plants, by greater efficiencies in production and last but not least, by careful

IMING DEVICES

Electrical or Mechanical

For every coin machine need. We supply leading manufacturers.

ELLMAN & ZUCKERMAN
119 S. Jefferson St., Chicago, III.

buying so that the manufacturer need not be caught in a rising material market.'

"Does the manufacturer want the operator to survive? Then the manufacturer must realize that the operator is fighting hard to exist. The operator wants to buy new machines. He must buy them to get on. But he has to use what he has because the price of new machines on the market is out of the question. In turn, the distributors and the jobbers are being forced to the wall and the whole industry is at a stalemate."

Kalson does not believe the issue can be pussyfooted. "I want to make the report," he declared, "that the operators are up in arms and the industry will hear from them soon in no uncertain terms. But, of course this begs the question."

What is not in doubt is that a decided slump in coin machine operation is prevalent. Perhaps this will take care of itself soon. Perhaps it will not. At any rate, factors like Kalson and others are not taking it "lying down." The capable, efficient general manager of a formidable operators' association has had his say and he welcomes others to chime in if they care to.

"She always dresses correctly."

"Then that explains why she always uses a business suit for street wear."



COIN MACHINE REVIEW

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COIN MACHINE REVIEW

1113 VENICE BOULEVARD LOS ANGELES, CALIFORNIA

35 EAST WACKER DRIVE CHICAGO, ILLINOIS

Please enter my subscription to THE REVIEW for:

____ | Year . . . \$1.00 ____ 3 Years . . . \$2.00

o start with the ttached hereto.	issue. A remittance in full is
ADDRESS	
CITY	STATE
OPERATOR	JOBBER

Maine Ramblings

By HENRY MILLIKEN

The majority of the Maine operators have been spending their spare moments—and weeks—on the trail of elusive deer. Deer hunting in Maine is very popular from November 1 to December 15. Although many of the nimrods fail to bring venison home, nevertheless they have an enjoyable vacation. This, you know, is the season when Maine coin machine operators have their vacations.

Dave White, operator of diggers during the past summer and fall with carnivals and at agricultural fairs, stated to this rambler that he had a successful season in Maine, New Hampshire and Vermont. He will spend the winter in New York where for many years he operated all types of coin machines.

Automatic music is at the fore right now as far as cash returns are concerned, and Maine operators keep their equipment in good condition and change records frequently. And it isn't always the "ritzy" restaurants that bring the most nickels. At one high-class restaurant in Belfast where a modern machine is installed, the nickels dropped into the coin box were none too plentiful; but right across the street, at a smaller establishment, the music-machines were receiving excellent patronage.

Neal Creamer, of Wiscasset, has left his coin machine interests in the hands of an assistant, and has started for Florida. Mr. and Mrs. Creamer took along their new deluxe house trailer.

- QUALITY WINS Many imitations this year in various shapes and colors, only one time tested, money making
"SILVER KING"



Chinese Red Enamel Price

\$650

November '37 sales 300% more than November '36. Largest October sales in our history.

Here Is the Reason
A finer low priced, quality vendor that has "be a uty, money making ability and stands the rough usage."

Buy the Best New De Luxe line of porcelain in Turquoise Blue, Jade Green, Tangerine Red, Canary Yellow, Silver Chrome

Porcelain \$1.00 extra. Lower price in quantities, at all the best dealers

We wish to thank the operators and jobbers for their loyal support during 1937.

AUTOMAT GAMES

2425 Fullerton Ave. Chicago

NOTICE

Subscribers should report any changes in address DIRECT to us. The Post Office Department will no longer permit the delivery of mail incorrectly addressed and second class mail will NOT be forwarded. NOTIFY US at once of any error, or change, in your address.

COIN MACHINE REVIEW

1113 Venice Blvd.

Los Angeles

Neal, it is said, owned the first house on wheels ever towed behind a car in Maine

After counting pennies and nickels—by hand—for many years, your correspondent recently purchased a coincounter. It is "worth its weight in gold" to an operator, and is a real timesaver.

Aroostook County operators report that business has not been as good during the past few months as it was last year. The reason: potatoes are selling at a much lower price than six or seven months ago, and the majority of the residents depend upon their potato crop as a livelihood.

One of the most progressive jobbers and operators in the Portland section is Bernard Stein, proprietor of the Maine Novelty Company. Stein has been in the coin machine business during the past 17 years. Operators regard him as the pioneer of Maine coin machine distributors.

A NEW BRAND

of cigarettes to be known as "Mutual" are being introduced in the East by Jacob Breidt, member of the Cigarette Merchandisers' Association of New Jersey. In addition to offering a good cigarette, Breidt announces that life insurance and hospitalization policies will be given those who save the coupons found in each package of "Mutuals."

The modern maiden says: "Take me or leave me." And the modern man does both.

New Jar Deal

on exclusive operator plan announced by Werts.

MUNCIE, Ind.—Simultaneously introducing an interesting new ticket jar deal and offering a new exclusive plan which, it is felt, will prove of exceptional interest to operators, Werts Novelty Co. has announced that Jar-Osmiles FISHO may be introduced by the operator in his territory with assurance that he will be fully protected on repeat business.

According to report only one operator will be appointed for each county, and for as long a period as he desires he assumes full control of the distribution of Jar-O-Smiles FISHO, which has proved unusually successful on test locations, it is said. Prize setup consists of 2520 tamper-proof tickets in the jar with 133 winners and an 88-seal jackpot card paying \$1 to \$25, plus a \$50 Jack Pot. Both operator and customers are thus assured of a high average profit.

Operator's Will

described by Wolcher.

SEATTLE.—For what it is worth, Lou Wolcher of Western Distributors, Inc. and Advance Automatic Sales Co., tells of an operator who had been told he had but one month to live. Desiring to make a will he called his attorney and said:

"Fix it so my overdraft will go to my wife; she can explain it. The equity in my car can go to my son; he will then have to go to work to keep up the payments. Give my good will to the Association, because that's all I have ever given them. My equipment give to the junk man—he has had his eye on it for years. And I want six of the jobbers to be pall bearers. They have carried me for years, and they might just as well finish the job."

ROWE MFG. CO.

has moved its executive and sales offices, together with the office staff of its manufacturing branch to the Belleville, New Jersey plant. Growth of the operating branch of the firm, the Rowe Cigarette Service Co., Inc., made it necessary for an increase in quarters, with the consequent removal of the manufacturing division.

LADY LUCK

1200 Hole Form 4190

Takes in \$40.00 Pays out 19.00

Price with Easel—\$1.46
Plus 10% Federal Tax

HOLIDAY BOARDS, HOLIDAY CARDS, HOLIDAY HEADINGS

CHAS. A. BREWER & SONS

Largest Board and Card House in the World 6320-32 HARVARD AVE. CHICAGO, U. S. A.



TO SUCCEED

The average successful man will probably tell you there is no shortcut—that there's only hard work and lots of it. Yet there are varieties in method of doing that hard work, and there are other things that save time, money and effort. Here are two tips as they were outlined by HENRY N. WERTHEIMER and LEONARD ZIEGLER for the Cigarette Merchandisers' Association of New Jersey, Inc.

TOW DOES A SUCCESSFUL OPERATOR WORK? To be even more exact, how should a successful operator work? From his position as head of the National Cigarette Vending Machine Mfg. Co., Henry N. Wertheimer has seen many operatorssome extremely successful, others only moderately so. His observations have led to the establishment of rules for building machines that will help the operator to succeed (simplicity of operation both by operator and serviceman and by the customer, slugproof to thwart the crook, beauty and dependability and sturdiness of design and construction) and again to know pretty well what makes a successful operator. Let him tell what he knows of the elements that go into successful operation, from the operator's standpoint:

So many in the operating business have gone into it thinking that all that was necessary was to make the investment of a few hundred or a few thousand dollars in cigarette machines and to put them in locations. Then, if they average two dollars per week per machine, they think they are set for the rest of their lives. They don't consider the depreciation on their machines. They don't consider the location's reaction to the same machine year in and year out. They think they have made an investment which should be good for at least ten years with nothing to do but to service their locations.

Most of these operators who conduct their business in this fashion usually take the money week in and week out and live on it, never giving a thought to the future. With the end of a couple of years, here is what happens: They have lived right up to the income on the machines; they have spent the money their machines have earned and when competition forces them to get new machines they cannot afford to buy them.

A successful operator, on the other hand, in this business considers his operation as a business the same as any other and he depreciates his business 20 percent a year. He buys at least 20 percent new equipment every year. I mention 20 percent because the government allows the operator to depreciate his equipment to that extent. In this way the successful operator has five years in which to pay off his equipment. At the end of that time his investment has paid for itself. He has increased his business and he is in the enviable position of having equipment nearly as good as when he started in business. He has satisfied his location, thereby creating more good will and actually he has earned approximately 75 to 85 percent profit on his original investment every single year.

Now it is not my business to tell you fellows how to run your affairs, but I think it practical for you to

know how successful operators run theirs. Don't think for a moment you are putting one over on the manufacturers when you stop buying, because if you want to stay in the business and be successful you must have up-to-date equipment. Operators often tell me that all they do is "work for the manufacturers." This is an old cry in the vending machine business. Nine times out of ten the operators who make this statement are the very ones who have not given new equipment to at least 20 percent of their locations every year.

On the basis of what I have said, you do not work for the manufacturer if you operate your business on a really business-like basis. And of real importance to a successful operator is his duty to his locations. The day is fast going when a successful operator can disregard the appearance of his equipment and can clip and short-change the locations on their commissions. The location is deserving of a square deal in their monthly commissions and they deserve decent equipment in accordance with the amount of business done there. Statistics show that with the advent of modern cigarette machines the sale of cigarettes through the vending machines has increased many times and the successful operator recognizes the necessity of real service to the locations. The operator who can give the best service is the operator who will be able to get a good price for the good will he has established.

Let me add this: The cigarette merchandising industry is a growing business. More and more new type locations are being discovered and if the vending machine operator will use the same business judgment that is exercised by other businesses, his will be better in comparison because it is far less subject to the effects of depression. I do not know of a single instance where a cigarette machine operator has failed, and I do not know of any other type of business where there have not been failures.

The reasons for this? Among others there is the fact that the government's chief source of revenue is from the sale of cigarettes. Three hundred and sixty-five c'ays of every year the government takes its revenue, totalling over a billion and a quarter dollars. When a depression comes along there is a noticeable increase in the sale of cigarettes. Men smoke to curb their appetites for food. If you have any knowledge of the stock market, you know that over the last eight years tobacco stocks suffered less change than any other type of security. Yet that security is no reason for being slovenly or careless in business habits. If other businesses were run with as little heed for fundamental principles as is the case with cigarette vending machines, there would be many more thousands of failures every

MACHINE REVIEW

om Thumb Jar Games

Successors to Punchboards. They thrill the player and "go to town" for the dealer. New Quantity Prices bring costs down half. Buy direct from factory, 100 money making games possible on small investment.

1440-1836-2052-2280 Each unit individually coded. No two jars alike.

No more "chiseling." Tom Thumb coded tickets stop that forever.

EARN SIOO A WEEK

ar men are cleaning up. Dealers ild for big jar profits. Cash in big demand—Now.

SAMPLE WITH CARD

SAMPLE (No Card Used)
11 Different Labels
Free. 2280 Tickets \$3.25

Write for Details on Series Tickets — 39 Put & Take Games — Full information on Jar of Joy — Now!

TOM THUMB, Dept.C.M.R. NAUVOO, ILLINOIS

It has often been said that the cigarette merchandising industry requires a strong back and a weak mind. But if a strong back and good judgment are combined, no business that is better may be found

O LESS IMPORTANT THAN PLAY-No LESS IMPORTANT THE STATE OF of good equipment and using good business judgment, is the matter of keeping track of equipment costs and profits. Though actually a phase of sound business practice, these things are of sufficient importance to warrant

special discussion.

MACHINE

REVIEW

Leonard Ziegler, once accountant for a vending machine operating firm and now himself an operator, realizes the importance of having a system cover-ing the individual customer, showing the profit or loss on each stop. Simplicity, in order to eliminate loss or waste of time, was a prime requisite in the recording method he devised. Primarily the plan is best suited for the small operator who bears the entire brunt of the business on his own shoulders. Some of the larger operators are so systematized that any information they desire is at their finger-tips. The smaller operator—and Ziegler characterizes himself as one of them—is unable to afford outside help to supply much-needed information. Yet if each operator would stop to consider that not all the profits are derived from servicing and soliciting, a great need for a cost record would be evident.

Here is Ziegler's system, and it is divided into two parts:

1. A form for estimated net profit

on each machine, and

2. A form for a monthly summary of profit and loss of machines on location.

The entire time spent to compile this data is about three hours, for over 100 machines, and it gives the operator a clear conception of profitable machines, and those which are on location solely for the benefit of the storekeeper. Here are the points covered by the two forms:

FORM I.

Card Record of Estimated Net Profit
on Each Individual Machine

Type of machine Date purchased

Estimated life Model

New or used
Depreciation rate per year

Machine No.

Cost price Monthly depreciation

Date

Sales per month
Cost of merchandise
Gross profit
Total expense

Net profit
Unit sales (pounds or packs)
Commission rate
Customer's commission

Customer's commission
Sales expense
General overhead
Depreciation rate
Total expense
Cost price of machine
Depreciation rate
Present cost of machine per month
FORM II.

FORM II. Annual Summary Report of Activity of Profit on Each Machine 1. Machine number 2. Value of machine (January first or fiscal year) 3. Net profit for each month 4. Monthly depreciation rate 5. Type of machine 6. Make and model 7. Total profit per year 8. Net profit per month for all machines 9. Number of machines on location 10. Number of machines on hand.

As an example of the use of Form I, we will assume that we have purchased a used Master machine, No. 108, on January 1, 1937. Its probable life is one year; therefore the depreciation will be 100 percent and the month-ly depreciation will then be 84 cents per month. We have placed the machine on location immediately, and during January the machine has sold \$30 worth of merchandise at a cost of \$23.16 which gives us a gross profit of \$9.60. Our total expenses for customer's commission, sales expense, general over-head and depreciation rate is \$4.64. This gives us a net profit of \$2.26 for 200 unit sales on which a commission of one-cent per unit is paid. Therefore the present cost of our machine on February first is \$10 minus the 84-cents depreciation, or \$9.16.

We will assume that during February our sales were \$46.20, our cost \$34.65, our gross profit \$11.55, our total sales \$6.72. Our net profit was \$4.83, our unit sales 308, commission one-cent, customer's commission \$3.08, sales expense \$1.85, general overhead 95-cents, depreciation rate 84-cents. Total expense, then, was \$6.72. Cost of the machine at the start of the month was \$9.16. Less the depreciation its cost is \$8.32 on March first. So the plan is carried through each month until the end of the year.

On Form II, at the close of the year, the record shows machine No. 108 had a value of \$10 on January first, with a net profit in January of \$2.26, in February \$4.83, in March \$4.98, in April \$3.06, and so on. Depreciation rate, as formerly indicated, is 84-cents.

Here's the record for machine No. 109: Value \$68.50; new; shows a net profit of \$1.02 in January, 80-cents in February, off-location in March, back on location in April with net profit of \$3.06, and so on. Monthly depreciation \$1.12, based on 20 percent a year for five years. Machine No. 110; Value \$85, new; depreciation 20 percent, or \$1.42 a month. Net profit, January through March, none; April, on location, \$6.18, and so on.

To this record is added the number of machines on location for the year, value of machines in stock and in use, net profit for January and number of machines on location and on hand, and so on for each month to the end of the year.

By following these forms—though it will seem like a lot of bother until he gets used to doing it, and then it can be done with ease—the operator will have a true picture of his operation before him at all times, confined to two simple forms. By drawing a graph to be hung on the wall of his office he will have the condition before his eyes at all times. By using sound judgment he will make use of his information by knowing when to remove a machine from an unprofitable location, when to check for errors, when a change in merchandise (in machines other than cigarette vendors) is needed.

MAILING LISTS

Newly compiled lists of OPERATORS. Worth many times more than we ask. 1,500 Texas Operators ,500 Texas Operators
298 California Operators
154 Tennessee Operators
92 Louisiana Operators
108 Oklahoma Operators
112 Florida Operators
185 Mississippi Operators
102 Georgia Operators
101 Arkansas Operators
273 Operators in Colorado, Utah, Idaho, Arizona, New Mexico, Washington, Montana
292 Operators in Virginia, West Va.,
N. Car., S. Car., Alabama, Washington, D. C. 1.00 1.00 1.75 ington, I 130 Kentucky 1.00 130 Kentucky 1.00
200 Missouri 2.00
The above States total 3,617 names. This entire list may be had for \$17.50. Send remitance with your orders. Lists mailed within 48 hours after order received. Also Eastern lists may be had.

SUPREME PRODUCTS CO.

Chicago, III. 333 N. Michigan Ave.

NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"



Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size 3½" x 2½". Can have any lettering or numbering on plate within reason.

each - Total \$ 3.50 100 @ 5c each - Total 5.00 each — Total 250 @ 4c 500 @ 31/2c each — Total 17.50

Write for Circular on BRASS TRADE CHECKS

Established 1872 W. W. Wilcox Mfg. Co. 564 W. Randolph St., Chicago, III.





Angel of Mills' Flasher and Clocker tables, the lovely Dolly Flasher was sunning herself on the Mills lawn one day when the photographer happened by. Thus the southern exposure of the shapely Dolly.

To the Editor

Five at a Time

Editor, The REVIEW:

Please enter the following five subscriptions for one year. These subscriptions were secured through my efforts in recommending your magazine in lieu of three other outstanding magazines.

Permit me to take this opportunity of expressing the appreciation of our membership for the space alloted to the press releases which have been sent to you from time to time.

Personally permit me to congratulate you on the mechanical make-up of your magazine, especially the typography. As a former Executive Secretary of the Philadelphia Typesetting Association, I can assure you that I have examined hundreds of magazines and I do not hesitate to state, without fear of contradiction, that in my humble opinion, your magazine is an achievement in magazine production of which you can be justly proud.

Newark, N. J. LeRoy B. Stein, Cigarette Merchandisers Assn.

More Flowers

Editor, The REVIEW:

I wish to thank you for a mighty fine, entertaining and informative magazine. I firmly believe that everyone connected with the indusshould get, and read, THE RÉVIEW.

But, I am writing to comment on that Houston correspondent. Hasn't he put Houston in first place in your magazine? Maybe I'm biased, partial to the home town, but it seems to me Houston news is a little more friendly with a more personal touch, than the rest.

Still, it's a great magazine and a great business. Here's to your continued success in boosting a business that will continue to grow and prosper. Houston, Texas. W. M. F.

No Tickee, No Washee

Editor, The REVIEW

Well as it seems you won't send

me your rag without shoving the dough on the line I guess I'll have to come across. Please be advised that upon receipt of first copy a fresh check will be mailed anon. In other words, enter our subscription.

It has come to my eye recently that now upon the handsome facade of the REVIEW building there reposes a little brother pamphlet entitled "Your Career." Well the best I can say for you is that I suppose he will grow and grow and grow and someday attain the stupenduous 7000 circulation now enjoyed by the great big REVIEW

Will be pleased and honored to have you pay us a visit at our large modern factory completely equipped with all the finest and most expensive machinery and complicated devices for the manufacture of amusement games and other insidious products. No less than 1000 such little money mints will be turned out daily upon the opening of large and profitable territories. Staff of fixers are now completing arrangements. Los Angeles, Calif.

Young Man: Pardon me, lady, this must be the wrong berth.

Old Maid (sighing): How you darling boys do jump at conclusionsl;

South Jersey Amusement Association

A new coin machine group with headquarters at the Walt Whitman hotel in Camden, New Jersey, the South Jersey Amusement Association covers the entire area between Camden and Mid-Jersey. Operators of all types of equipment are affiliated with this organ-

President is Theodore "Ted" K. Marks, who, although a resident of Philadelphia, has quite a large operation in New Jersey. A popular fellow with Philly and out-of-town operators, he has promised this correspondent a good deal of information for the next issue.

"I never kiss a man until I find out what his intentions are."
"But how do you find that out?"

"By letting him kiss me."

"How can you tell that strip-tease dancer is a high-flier?"

Watch her strut on the take-off."

"These silhouette dresses are so thin we should wear something else under them.

"As long as we're under them, that's enough!

A New Deal in Toys

Quantity buying permits us to sell quality packs at wholesale prices.

Pieces

Highest-grade
BONE CHARM PACK
on the market!
Includes Bracelet, Large
Dice, Expensive Novelty
Pieces.
NO MARBLES - NO JUNK
NO LEAD! - Sticker in
every pack.

70c

We pay postage on orders for 10 or more packs

PARTS AND SUPPLIES FOR ALL MERCHANDISERS

RELIABLE VENDING MACHINE COMPANY

452 W. Venice Blvd. Los Angeles

A KING PIN FOR PROFITS

A SENSATIONAL NEW HARLICH JACKPOT BOARD THAT'S BOWLING 'EM OVER

KING PIN

600 Holes No. 16006

TAKES IN AVERAGE PAYOUT 12,84 **AVERAGE GROSS**

PROFIT



..... \$30.00 PRICE \$1.98 EACH

Get in on This New Number \$17.16 Now for a Real Profit Strike

HARLICH MFG. CO.,

1409 W. Jackson Blvd. CHICAGO, ILLINOIS



\$1.00 50c 25c
10.00 5.00 1.00 25c
.\$50.00 .\$24.90
.\$25.10

1023-27 RACE ST.

PHILADELPHIA, PA.

Monarch Coin

MACHINE

REVIEW

national distributor for new counter deal.

CHICAGO.—Announcing that his organization, Monarch Coin Machine Co., has taken on the nationwide distributorship for a new trade-stimulating counter deal called Bags of Gold, Roy Bazelon, head of the firm, declares: "On the assumption that operators are thoroughly sold on set-up card and jar deals, judging from their acceptance of our Hollywood deal, we are, indeed, pleased to offer Bags of Gold.

"It is an unusual deal, in point of setup and appearance. The highly attractive step-up card is covered with seals resembling bags of gold, from which the deal receives its name. The deal is unuzual, too, in that it features a hand-some, conveniently sized box, rather than a jar, from which operators draw their tickets. The special attraction is the \$50 top award which operators already find a strong factor in the success of Bags of Gold on hundreds of



SLUG REJECTOR

Patented Check and Check Separator give atented Check and Check Separator give
tra protection. Individual checks availple for each operator—an added income
safeguard! See your jobber or write
A. DALKIN CO.

4311-13 Ravenswood Ave., Chicago

Automat Games

shows big increase.

CHICAGO.—"Customer deliveries of Silver King Vendors for the month of November showed a 300 percent increase over the comparative period of a year ago, and this fine gain in business followed one of the best Octobers in our history—this despite the fact that our dealers are still far from adequately stocked with 1938 models." Thus declared H. F. Burt, president of Automat Games.

Burt's statement accompanied an announcement that production is being stepped up, and that 1938 deluxe porcelain models are being offered in a variety of new colors, including turquoise blue, tangerine red, canary yellow and silver chrome.

Firm is also offering a side line to operators in their organ tone Cathedral Chimes as a replacement for the oldfashioned door bells.

Robbins Ready

with 1938 2 in 1 Vendor.

BROOKLYN, N. Y .- Now in production and ready for immediate shipment, D. Robbins and Co.'s new 1938 model 2 in 1 Vendor follows the practical suggestions of operators for improvement of the machine, and is equipped with two side glasses in aluminum frames, in addition to the two front glasses. Purpose of the innovation is to give the merchandise better display, increase sales

Vending over twenty different items, including all sorts of nuts, toys, candy and ball gum, Robbins declares advance orders for the 1938 Vendor are "very satisfactory" with many game with many game operators adding them to their routes to secure the steady income provided by the machine.

BRASS-ALUMINUM s.Kos CIGAR OR STEEL

YOUR NAME and ADDRESS IS ON ONE SIDE

\$ 5.50 100 \$ 3.50 9.00 500. 10.00 1000 400 Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side

STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

ROUND-SQUARE or OCTAGON-Lettered on 2 Sides

Maser Severs

Pace connection.

FRANCISCO. - H. R. "Hank" SAN Maser has severed his connection with Pace Mfg. Co., Inc., and Paces Races, Inc., as their Pacific Coast manager and exclusive West Coast distributor, as of December 1. His office was closed as of that date, and Hank is now in Chicago where, it is understood, extensive plans are being made for the opening of one of the largest distributing and manufacturing plants for coin operated machines in the United States, with which he will be actively connected.

Exact nature of the plans, nor disclosure as to the type of coin operated equipment to be handled, have not been divulged, but announcement of the opening of the new concern, to be made in the COIN MACHINE REVIEW, will be awaited with interest by coinmen every-

In the meantime Maser issues the assurance that he will be glad to hear from or see any of his Pacific Coast friends visiting Chicago, at his present place of residence, Hotel Graemere at Homan Avenue and Washington Boule-



SCALE PROFITS ...

go after the patronage of the WOMEN. And to attract the women, through its privacy and reliability, there is no scale like

> The IDEAL for 1937



IDEAL WEIGHING MACHINE CO. 1012 West 43rd Street CALIFORNIA LOS ANGELES





On location, these three young St. Louis women test and taste Popmatic's offering, report they go back to work refreshed.

Printing PRINTERS TO THE COIN MACHINE TRADE

We defy competition. Daily we meet and beat quotations from any and all printing plants in the west. Give us a chance to save you money on your next

HOLDSWORTH PRINT SHOP

128 S. Alma St. Los Angeles, Cal. AN. 16077

Rosen Associated

with Ponser firm.

NEW YORK. (RC) - Marty Rosen is now connected with the George Ponser Co. in the mechanical department of this firm. Rosen believes that he has better opportunities with the Ponser outfit, and that his abilities will help to round out the first-rate servicing of

Incidentally, the Ponser firm is going full blast, and in its appeal to operators with the announcement that this firm has no lemons, it has struck many a responsive chord in the trade.

BRASS CHECKS

	Ic	5c	10c	25c
5000	\$4.50 M	\$5.00 M	\$4.50 M	\$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50
Nick	al plated chack	og 00 12 bbs .	e M to shows	prices

Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

New Distributors

named by Popmatic.

ST. LOUIS. — With territories rapidly being taken up in all parts of the country, Rudolph Greenbaum, president of the Popmatic Manufacturing Co., feels that "We've been unusually lucky in getting some of the best organizations in the country as distributors for Popmatic. They're all live wires. We expect to play absolutely fair with them, and we know they'll do a good job for us." As new distributors Greenbaum named:

Slone-Berts Music-Masters, in Chicago, exclusive for Chicago and northern Illinois. Organization has 1500 Wurlitzer phonographs on location at present and is well and favorably known

well throughout the industry.

William Clarity of Minneapolis, to serve North and South Dakota and Nebraska, Organization known as the Tri-State Popmatic Co.
F. L. "Fritz" Hall of Portland, Oregon,

exclusive distributor for Washington, Oregon and Idaho. Located at 2535 Southeast Twenty-fifth Sireet, the organization will be known as the Northwestern Popmatic Co.

Other recent distributorship appointments include: St. Louis, the Wal-Bil Novelty Co. and the Miller Sales Co.; in Indianapolis, Rollin H. Stewart of Stewart's Radio, exclusive for Indiana; in Kalamazoo, Kalamazoo Coin Machine Sales Co., exclusive for Michigan; in Cleveland, Triangle Music Co., exclusive for Ohio; in Rock Island, Illinois, American Sales and Service Co., exclusive for Iowa.

ADVANCE VENDING **MACHINES**

110 Models



ADVANCE "DUO" Write for Catalogue No. 37

ADVANCE MACHINE COMPANY

4645 Ravenswood Ave. CHICAGO ILLINOIS

Attention . . . VENDING MACHINE WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW . VENDING MACHINE OPERATORS PEANUT-SHAPED CHEWING GUM

Will vend in any peanut vending machine
A fast seller—people buy it because they like it
U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN

Kansas City

(Continued from Page 14)

choice locations for this equipment.

Looming high in Kansas City's cigarette vending picture is the Acme Vending Machine Co. owned and operated by Frank Fasone and Frank Buccero. This firm, which has been in business less than two years, already has about two hundred choice locations going strong along K.C.'s main-stem, and gives every promise of doubling that number in the next year. They operate Stewart-McGuire machines exclusively. Frank Fasone is more widely known in operating ranks hereabouts as "Blue" Fasone.

Like a lot of other successful business men, Joe Bunker, music operator for United Amusement Co., has set his objective. He is trying to set two hundred music machines on location by next July 1, and working into the wee hours to accomplish it. And the rumor that the love-bug has bitten Joe continues to float about; Joe is not denying it.

Ivan Nelson, on the Kansas side of the Kaw, sends word that he is shortly to merge with John Corse in a union that will tie up Kansas City, Kansas, and Wellington, Missouri, in an operating venture. Tentative plans, Ivan announces, call for a shift of new equipment to metropolitan locations with the older machines being shifted to the rural Wellington spots.

Operators are still trying to learn, without success, just what it is that is so special and important that it took Carl Hoelzel to Chicago and kept him there most of Thanksgiving week. It is well known in this vicinity that with Carl's Skillo, which has been more than enthusiastically accepted by operators all over the country, running a production and sales peak he cannot well afford to be away from his building for any extended period of time.

All Carl will say about the matter is: "I've got a lot of operator friends in this vicinity. I went to Chicago and arranged something big for them. When the time comes I'll tell everyone at the same time.

When Carl says something like that you know that it's no use to question him further. When he lets it go everyone will know that no one had the jump on them.

Thanksgiving, as usual found operators hitting it off in the directions of the four winds. R. F. Mason took a party of five to the traditional M. U.-K. U. battle. Carl Hoelzel was in Chicago on business, but found time to remember the day. Joe Bunker took Turkey Day with relatives at Nevada, Mo. And the funny part about the whole deal is that Johnnie Johns, Cigarette Service Co. manager, who usually sets a high daily mileage record, sat quietly at home and gave his new car a rest

VALUE OF ASSOCIATIONS

is pointed out in a new way by LeRoy Stein, manager of the Cigarette Merchandisers' Association of New Jersey, who advises in the November 15 issue of "Cigarette Smoke Rings," the Association house organ, to "Remember the banana; every time it leaves the bunch, it gets skinned.



"Can I interest you in anything, Mr. Miller?"

Popcorn Vendor

meeting with wide approval.

CHICAGO. — Indicating the enthusiasm with which U-Pop-It is being greeted all over the country, and confirming reports which have been emanating from offices of Ranel, Inc., A. S. Douglis, president of the firm, last week declared:

"Once in the lifetime of every individual, a sure-fire hit comes along. Alert men with business acumen recognize such an opportunity immediately and take quick action to get the most out of it. For example, I remember about 25 years ago, when the vacuum cleaner first appeared. It was readily accepted as a remarkable innovation, and some men made their fortunes with it. Others decided to wait, and have regretted it ever since.

"We, at Ranel, deem ourselves especially fortunate in being able to manufacture a machine which is quickly establishing a new business with financial security and future happiness for operators the country over. The U-Pop-It automatic corn-popping and vending machine is a legitimate operators' enterprise, designed to build a permanent and steadily increasing income for the operator in a progressive and dependable manner. Think of the appetizing appeal of aromatic and delicious piping hot popcorn delivered to the customer in a minute, in a clean, sanitary and wholesome manner. And the added thrill of watching his own corn pop right before his eyes.

"Locations for the placement of the machine are unlimited—there are literally hundreds of thousands of them. Actually, location owners are impatiently awaiting operators with U-Pop-It machines, since they possess tremendous possibilities as a business stimulator and the flash and beauty of their glistering finish enhances the appearance of a location. However, operators must keep in mind that 'the early bird gets the worm' and that the operator who orders U-Pop-It first is a step ahead.

"'Convenience for the operator' has been the thought uppermost in our minds, and we believe we have in U-Pop-It the most flawless mechanism ever seen in the coin machine industry. The most exhaustive location tests have definitely proved the machine to be dependable in every way.

Attention Operators!

Check up on your old stock that you don't need. Figure up what new machines you need and we will give you a liberal allow-ance on any kind of trade.

A few minutes time and a letter with a three cent stamp is liable to make you a hundred dollars.

Will you do it now for the longer the merchandise lays in your basement the less value

We carry a full line of everything. All you have to do is name it.

WOLF SALES CU.

585 Mission Street SAN FRANCISCO, CALIF.

THREE BIG SURPRISES

Don't Miss

BOOTH 223

(Illinois Lock Company)

COIN MACHINE SHOW

January 17 - 20

HOTEL SHERMAN, CHICAGO

MACHINE REVIEW

Modern Merchandising

Automatic Cigarette Vendors' Association of Eastern Pennsylvania

President — EDWARD J. DINGLEY; Counsel — NORMAN FUHRMAN. Meetings held in the Fox Building, Sixteenth and Market Streets, Philadelphia.

By EDWARD J. DINGLEY, Unit Vending Co., Association President

Operators of cigarette merchandising machines in Philadelphia have learned in the hard school of experience that cooperation has much greater advantages than antagonism. A good slogan in any business is "know your competitor"

Much of the ruinous competition is due to the fact that operators do not take the trouble to get acquainted. Not knowing each other, they are willing to believe anything anyone says about the other fellow. The business of operating cigarette merchandising machines has grown very rapidly, particularly since the repeal of prohibition. The opening of thousands of establishments for the legitimate sale of alcoholic beverages created such a number of prospective customers that it was easy for high pressure methods of manufacturers to interest operators almost without limit. Thus, many operators started in business with little knowledge of what it was all about.

The average new operator feels it is easier to get started by taking customers away from an established operator than to develop his own customers. Thus, we find the new operator offering inducements to install his machine in a

(Continued on Page 38)

Oregon Personalities

By DAN C. FREEMAN
Ben Levin, back from a lengthy trip
by way of the Big Ditch and Havana,
says you can have all you want of the
Eastern half of the United States. He'll
be satisfied with the Pacific Coast.

Clyde Womack, manager of the Butte office of the Jack R. Moore organization, was in Portland for several days doing some previewing of the Christmas trade. He reports business flourishing in Montana. Headquarters in Butte had been open only a short time when it became necessary to rent additional storeroom

Additions and improvements are going on apace at Western Distributors. Budge Wright, manager, reports another man hired in the shipping department. Additions have been made to the shop in the form of new machinery. The display room has been brightened up and facilities installed for the prompt dispatch of orders.

George Graves of Melbourne, Australia, surprised those who know him by dropping in unannounced. He spent a week in Portland and expressed his happiness at being back again in the home town and feeling the Oregon mist on his face. George said that skillball was the great favorite of games among the Australians. He and his brother were among the first operators and dealers in machines in Portland, but struck out for the Orient several years ago. Graves left here for Los Angeles.

While Jack Moore is sojourning in California on a combined business and pleasure jaunt, H. B. Hoffman, of the Seattle office is in charge in the Portland office.

Review Men

inspect new Daval plant.

By R. P. NUYTTENS

With the completion of moving operations into their new plant, the Daval Manufacturing Co., opened its arms wide, so to speak, to visitors, I. D. Rotkin, advertising manager of Daval, extended an invitation to C. J. Anderson and the writer, of the Chicago office of COIN MACHINE REVIEW, to drop in and see the new Daval plant. As an added inducement went the promise of some delicious fresh, piping-hot popcorn, popped by the U-Pop-It corn-popping and vending machine now being manufactured by Ranel, Incorporated, an affiliate of Daval.

Mr. Anderson grabbed his hat (and me) and proceeded toward Chicago's West Side where Daval's new plant is situated.

The Daval Manufacturing Co. has always been a leader in the coin machine industry and under the able supervision and direction of A. S. Douglis, has risen to a place of prominence among the manufacturers of coin operated machines.

The new quarters, at 315-325 North Hoyne Avenue in Chicago, house the Daval Manufacturing Co. and its affiliates, Ranel Incorporated and Acme Novelty and Manufacturing Co. The new structure contains the three organizations, yet permits complete independence of each unit. Approximately 40,000 square feet are devoted to production space, and 38,000 square feet are allocated to storage space, making a total of 78,000 square feet of space now occupied.

Anticipations are, we were told, that the company will have need of additional space very shortly since demands for U-Pop-It and other Daval products

(Continued on Page 30)

Year in . . year out

— BANK on it!

THE MASTER

MERCHANDISER

TODAY... or 10 years from today... your investment in MASTERS will produce more consistent returns dollar for dollar than in any other type of equipment. Not "flush money," but solid earnings. If security appeals to you, ask your MASTER distributor for further details:

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2182 Pacific Ave. Long Beach, Calif.
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1347 W. Washington Los Angeles, Calif.

VIKING SPECIALTY CO.

530 Golden Gate San Francisco, Calif.

MILLS-VIKING COMPANY
1356 W. Washington Blvd., Los Angeles, Cal.

THE NORRIS MFG. COMPANY



Or write the Factory for full information about this and other Proven Money Makers.

COLUMBUS, OHIO



YOU be the JUDGE

Consider NORTHWESTERN safety — reliability — Earnings!

WILL P. CANAAN

1347-51 W. Washington Blvd. LOS ANGELES

Paul A. Laymon sells it

DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES

1503 W. Pico St. DR. 3209

Los Angeles

Boston Speaks

If you are one who reads the columns of this magazine with another idea than that just a lot of advertising propaganda has been heaped in your lap, then we know you are with us in the following paragraphs:

We could have wished you, that you . . well, you've had it in the pages that have preceded this . . . you know what we mean . . . why be another earache? Merry Christmasl

Despite the fact that music has had no qualms or bogies with local authorities, believe it or not, somebody dug into early Massachusetts laws, that none other than sacred concert music shall be played upon Sunday and unless it happened in the church, it shall not be played until after 1:00 p.m. The respite lasted one week with the law relegated to the scrap heap before the following Sunday.

F. Walsh has taken over a new duty as salesman for Westrock of Boston. He will cover the entire six New England Ciggie machines were his States.

former worries.

I. F. Webb, vice-president of Rock-Ola, was in Boston on a prolonged visit attending to details of a 200 machine sale of phonographs to one of New Eng-

land's large scale ops.
J. V. Fitzpatrick, one of Connecticut's largest Musi-ops, was in the Beantown from Bridgeport, to close a sale of 25

Rock-Ola Multi-Selectors.

George Scarfo, office manager of Westrock Boston, has just been at his post in Boston a trifle over six months. But his aptitude and deference to the trade is a living exemplification of Dale Carnegie's "How to make friends and get along with people."

Stopping in at the Supreme Vending Co., Wurlitzer distributors for New England, we had the pleasure of meeting Al Dolan of Hyannis, Cape Cod, Massa-chusetts. Which is not one of but THE swankiest places on famous old Cape Cod that swung its Southern arm close around the Mayflower and its Pilgrims.

Hyannis, in case you don't know, is where a goodly percentage of New York's Fifth and Park Avenue's opulence dunks itself in the briny Atlantic, come the sweltering months. Provincetown, the tip end of the Cape, is also included in the locations that house some hundred

and forty-odd music machines belonging to Dolan. And hear, ye West Coasters, the REVIEW is read on this Easterly tip as avidly as it is where the Pacific spills its breakers.

Ben D. Palastrant of Supreme Vending Co., Boston, had the pleasure of a reunion with his old running mate, Ben Kulick, now associated with Daval Manufacturing Co., and has negotiated for a large number of the new sensational U-Pop-It popcorn machines. Barring the fact that Kulick and Palastrant were great friends, the machine went on test location for months before any orders were given. The answer is-the machine delivered perfect without any trouble for the period, delivered great commensurate profits and the result is that Palastrant is sold 100 percent. To quote him, says Ben, "I never try to sell an operator anything that I can't first be sold on myself."

Popmatic, the other of the automatic popcorn machines, is getting away to a great start in New England. Walter Gummershiemer is demonstrating the Popmatic machine in Boston's swankiest hotel, and it looks like there's gold in them 'ere hills for boys that grab off the spots first with these popcorn

Cigarette Merchandisers' **Association of New York**

President — ALLEN JACOBS: First Vice-President — BENJAMIN OROWITZ: Second Vice-President—A. GOSCH: Secretary—S. YOLLEN: Treasurer—WILLIAM PEAK.

By IRVING SHERMAN

With thirty members present, a areater portion of the meeting of the CMA held in the Chanin Building, November 22, was taken up by discussion of Association activities related to locations and conduct governing the acquisition of such locations. Grievances were aired in this regard, and a closer acquaintance with rules and regulations of the Association was urged upon members by the president of the organization

It was suggested that operators and manufacturers ought to seek closer cooperation, and steps in this direction were advocated and left to the discretion of the Association's Board of Directors.

Jackson Bloom, of Cigarette Service, Inc., resigned his post as president of the Association, giving as his reason the press of business. "I certainly wish I could continue in office for I have considered it a high honor to be signalled out by the CMA," Bloom declared. "However my resignation in no way affects my interest in the organization in the slightest, and I shall always be on hand to give as much of my time and efforts to the CMA as I can afford."

Allen Jacobs of the Aljac Automatic Vending Co., one time vice-president of the Association, was named president in Bloom's stead. In accepting the office Jacobs praised the short but effective term of his predecessor and indicated his desire to continue the good work of the retiring Bloom.

"It is heartening to know," he de-clared, "that the CMA is entering its third year of existence with its membership greater than ever, its morale in good condition, and prospects for a new

year rosy and promising.

Fire Losses

NEW YORK. (RC) - New York and New Jersey coin machine operators suffered considerable losses when, almost simultaneously, fire broke out in Atlantic City, New Jersey, and Far Rockaway (Brooklyn), New York. Sweeping the boardwalks, the fire gutted several bathing pavilions and concessions including many machines on location. While no accurate estimates of damage were forthcoming it has long been known that some of the choicest location spots in Eastern territory were located in Atlantic City and Far Rockaway.

"Farm products cost more than they used to."
"Yes," replied the farmer, "When a

farmer is supposed to know the botanical name of what he's raising, and the entomological name of the insect that eats it, and the pharmaceutical name of the chemical spray to put on itsomebody's got to pay.

"ROSE BOWL"



"Plunging" and
"Smashing" to record
breaking sales! "Passing" all competition
by its greater sales
appeal and glamour!
Without a question
the greatest football
Jar Deal ever manufactured. A "KickOff" to larger profits
at smaller investments!

Many Extra Features. Special Protected Tickets—

Takes in 2520 @ 5c\$126.00 Pays Out (Av.) 82.00 Profit (Av.) ..\$ 44.00 SAMPLE DEAL - \$6.45

Write now for Liberal Factory Discounts.

(Express and Federal Tax Paid.) 1/3 Deposit — Balance C. O. D.

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LONG BEACH COIN MACHINE EXCHANGE NEW AND USED MACHINES SALES AND SERVICE

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COUNTERS

Made in Three Sizes:

PENNIES ONLY	\$1.00 Postpaid
NICKELS ONLY	\$1.00 Postpaid
COMBINATION PENNIES and NICKELS	\$1.50 Postpaid

These are STRONG and DURABLE Counters, Made Entirely in ONE PIECE
—All Aluminum—No Bottoms to Drop Out

No Mix-up

No Loss

No Disorder

KEY RINGS

No Delay

Manufactured Exclusively by Us and for the Operator

No Trouble

No Cursing

Thousands sold before they were ever advertised—Operators tell one another. Now used by Operators from Coast to Coast, in Canada, and in many foreign countries. Any key may be removed in an instant and replaced in an instant. Nothing to get out of order—will last a lifetime.

NOW MADE IN THREE SIZES:

No. 1-R (will hold up to 40 keys)—25c each, Postpaid

No. 5-R (will hold up to 100 keys)—35c each, Postpaid

No. 10-R (will hold up to 150 keys)—50c each, Postpaid

CASH WITH ORDER—WE PAY THE POSTAGE

(U. S. Postage Stamps Accepted)

Full Satisfaction Absolutely Guaranteed!

COIN WRAPPERS

Tubular or Flat — \$1.00 per thousand, postpaid. Pennies, Nickels, Dimes, Quarters, Halves—each denomination a different color.

COLLECTION BOOKS

All purposes. Seven (7c) cents per book, postpaid. Minimum order, ten books.

PLEASE Send Full Payment With Order and Don't Forget to Give Us Your Name and Address

POSTAGE STAMPS

or

YOUR PERSONAL CHECK

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ACCEPTED

LOS ANGELES OPERATORS will receive prompt service from

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VIKING SPECIALTY COMPANY

530 GOLDEN GATE AVENUE

SAN FRANCISCO, CALIFORNIA

EINAR WILSLEV, Owner and Manager
LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST

27
COIN

REVIEW

IF CHICAGO COIN makes it

Beamlite LAYMON Paul A. Laymon sells it

DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES

1503 W. Pico St.

DR. 3209

Los Angeles

Detroit Notes

By G. C. S. NICHOLAS

Harry Chereton of GADCO has just returned from a profitable business trip to New York. Things are running along nicely at General Amusement Devices with the new Dux game leading the

Mr. and Mrs. B. J. Marshall are both as busy as can be with the demand for Rock-Olas still strong and with the Christmas business on their other merchandise coming in full strength.

Pin game operators are all set for the new licenses effective January 1. The fee is two dollars as before and most operators—the wise ones—are glad to pay it because it helps to keep things under control

A temporary injunction has been awarded Mrs. Mary C. Lemke in the court dispute over her string of Eagle Eyes, World Series and Skee Balls in Detroit's problem suburb, Hamtramck. The Hamtramck officials tried to outrule these games through local technicalities but were restrained by the courts until a hearing could be obtained. This was postponed several times by the efforts of the Hamtramck faction. They evidently foresaw this injunction, which really ought to hold them a while.

A. A. Weidman, just back from an interesting tour of Minnesota, reports that business is good up there. The farmers are getting high prices for their wheat and of course that has a fine effect on such centers as St. Paul and Minneapolis where a large number of his operators are located.

J & I reports things moving along nicely with prospects for a constant improvement through the holiday season. Owner Passanante has been away on a little trip but the staff has maintained the smooth flow of business so that his mind was free to enjoy the recess from business duties.

EPCO is pleased with the response to its new cordless iron. Pin game distributors are taking it over and find it makes an excellent side line. The iron works on the principle that silver is the fastest conductor of heat. The stand on which the iron rests is also the heating element and fine silver contact points heat the iron rapidly and evenly.

Marquette Music Co. is highly elated over their samples of the U-Pop-It machines which are being tested on location and proving themselves to be everything their manufacturers claim. Manager Graham reports that the corn is very palatable and that he has 175 orders now on file for the machine. He anticipates that for the next six months orders will exceed the supply, as is now the case with their Wurlitzer

orders. The thousand machines shipped in a few weeks ago have been placed and more are now wanted. Marquette has the state of Michigan on U-Pop-It.

We promised you the final score on the Donald I. Coney deer hunt. The season opened Monday, November 15, and the boys were up there ready for quick action. They could have had their first deer Monday but they didn't want to go home so soon, so they kept hunting for several more days. The law allows only one kill, α buck, to a hunter. When Coney did get ready to shoot he shot a good one, an eight pointer weighing 230 pounds. With him were Les Baldwin, See-Con service manager, and Loren Stover, operator. Loren, less greedy than Don, shot a smaller buck but was just as proud of it. They were entertained in Free Soil by Gus Harper whose son, Bud Harper, is well known to all purchasers of Brunswick records.

Coney has a movie camera now, so look out if you enter his office. You're

Duo-Vend

THE OPERATORS' CHOICE

2-Compartments-Will vend all kinds of nuts and candies together with toy-mix. Removable merchandise compartment. Finished in a beautiful red with black trim.



Distributors-**Jobbers** and **Route Men**

Write for Details.

Ic Vendor-Capacity 10 lbs. Size— 18" High, 7"x 8" Rejects Tax Tokens.

Shipping weight, 24 lbs. PRICE ON APPLICATION

DUO-VEND Service Corporation

33rd Floor, Pure Oil Bldg.

Chicago

liable to find yourself in pictures. He's taking sequences also of his operators moving Seeburg Rexes and Royales into locations. He says that's what he got it for.

Gum Merchant

catches on in western vending circles.

SAN FRANCISCO. - H. J. Reinhart, manager of the Reinhart Novelty Co., reports that the Gum Merchant is hitting a high batting average in the field of penny vending machines and that operators are readily taking to the machines

Reinhart, newly appointed distributor for the machine for Northern California, is an authority on penny merchandisers. He has had a lot of experience with various types of machines and was associated with Harold Daily of the South Coast Amusement Co., in Texas, where the Gum Merchant originated some three years ago. Reinhart worked with Daily experimenting and improving the machine until in the early part of this year when it was turned over to the Pacific Manufacturing Co. to manufacture.

Reinhart states that "after a year or more on the same location, the Gum Merchant still does a nice, steady and profitable business. Some of the machines have been on the same locations in Texas for over two years and are still going strong. Operators like the exclusive franchise plan on which the Gum Merchant is sold for it eliminates over crowding of the territory and gives operators an opportunity to make some real money."

Painting

cheap way of stimulating sales.

DAYTON, Ohio. (RC) - Considerable activity in remodeling and dressing up the display room and equipment was under way last month at the offices of the Skill Coin Machine Co. L. R. Patten and Leo A. Stotter, proprietors, pointed out that paint is the coin machine operator's best sales stimulant, Liberally used around his own place of business it will set off his equipment to best advantage, and when applied to bases and stands for equipment on location often spells the difference between profit and loss in a given spot.

"Here are two machines," Patten pointed out. "The one is mounted on a stand that is dirty and scuffed in appearance, while the other has a base newly painted. Both machines are in the same condition, but the one on the dirty base looks old and marred. The one, however, that has a freshly-painted base has a new look and invites play. It will be chosen of the two, particularly if the player is a woman. Now, putting this base in the condition as you see it costs only about four cents in paint, yet the added play the machine gets on account of its better appearance will bring back to the operator perhaps that many additional dollars every month, or maybe every week."

"Is she the kind of girl that jumps at conclusions?"

"Worse than that! She jumps before a guy has a chance to start anything!'

MACHINE REVIEW

TOYS

LARGE ASSORTMENT FROM 30c PER GROSS UP



CHARMS

Our CHARM-PAK (144 Pieces Hi-Grade Charms) \$1.00 Postpaid

BULK VENDORS

All Kinds



BULK VENDORS

All Prices



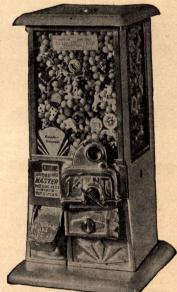
The Fastest Selling Salted Confection For Vendors

27c PER POUND

Free Delivery Anywhere On Orders of 20 Pounds or More

PROFITS

One pound of KORN PARCHIES contains between 1,700 and 1,800 pieces. Vending 15 pieces of KORN PARCHIES (which is quite a nice portion) for a penny, one pound will bring back approximately \$1.20. Deduct 25% commission to the location and 27 cents cost of the Korn, and you have a net profit of 68 cents per pound.



OVER 250% PROFIT ON YOUR COST

VIKING SPECIALTY COMPANY

(LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST)

EINAR WILSLEV, Manager References. Dun-Bradstreet 530 Golden Gate Avenue SAN FRANCISCO, CALIFORNIA

IF ROCK-OLA... makes it Jig Joy Lo-Boy Scales LAYMON Paul A. Laymon sells it

DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES

1503 W. Pico St.

DR. 3209

Los Angeles

Visit Daval Plant

have been pouring in to exceed the brightest expectations of the firm. The acquisition of this new factory space ranks Daval and affiliates as one of the industry's large producers of all types

A visitor to the plant is immediately aware of the big spacious, light-flooded, airy offices and the modernism with which the offices are furnished, both in respect to furniture and fixtures. To the west of the building are the executive offices. They are beautifully decorated and sumptuously furnished in a rich, modern manner, presenting a cozy and comfortable appearance. At the helm of this great business is A. S. Douglis, known far and wide in the coin machine industry and respected by all for his deep insight into business and industry with regard to the manufacture of coin machines and his ever-present good taste and fellowship with

president in charge of sales for Ranel, Incorporated. Dave Helfenbein, associated with Douglis for many, many years, is secretary-treasurer of both Daval and Ranel Incorporated. Bob Norman, well-known to music operators throughout the country, is in charge of sales production. The general office force has been enlarged to provide facilities for increased business and is under the supervision of E. P. Winkel, office manager.

Guiding the Acme Novelty and Mfg. Co. is Jack Fried, who knows salesboard manufacture from top to bottom, and who is known the country over for his association with salesboards. Fried is especially recognized for his large part in the development of machinery used in punchboard and salesboard manufacture. Assisting Fried in his manage-

ment of the Acme Novelty and Mfg. Co. is Milton Jacobson.

To conquer new worlds in scientific apparatus for the improvement of Daval products, a research and experimental department has been developed which is a model of practicability and imagi-

nation combined.

This department co-operates and works hand in hand with the engineering department which is extensive and authoritative. It was readily apparent to us that the coalition of the various affiliates with the Daval Company will provide new standards of excellence in coin machine and punchboard production and will increase facilities for the many operators using Daval, Ranel, and Acme products.

At the end of our tour, we were taken into the show room. Rotkin explained the intriguing U-Pop-It features and gave us the liberty to operate the machine to our respective heart's content. Anderson consumed no less than four bags of delicious golden, fluffy popcorn. As for me-well, possibly I made a glutton of myself, but I still maintain that the man who hasn't tasted popcorn popped the U-Pop-It way hasn't lived. is good!

Auctioneer: What am I offered for this bust of Robert Burns?

Man in Crowd: That ain't Burns; that's Shakespeare.

Auctioneer: Well, folks, the joke's on me. That shows what I know about the

Amalgamated Vending Operators' Association

President — LEE RUBINOW; Vice-President — MORRIS SILVERSTEIN; Treasurer — WILLIAM PRAGNELL; Recording Secretary—MOE GLAD-STONE; Financial Secretary — HERMAN GROSS; Sergeant-at-Arms — JOSEPH KLEIN-MAN; Managing Director — JOE FISHMAN. Office—1841 Broadway, N. Y. C.

By IRVING SHERMAN

Perhaps one of the most significant coin machine meetings of recent date took place November 29, when the Amalgamated Vending Machine Operators Association, Inc., met at the Pythian

Lee Rubinow, president, in opening the meeting, relating the rather low condition of the Association's treasury, notified members of a proposed dance tentatively set for December 9, with tickets at a dollar each. If all plans for the selling of tickets are realized, Rubinow stated, the dance will help considerably to replenish the depleted treasury. Following this nominations for Officers and a Board of Directors were held and members were prepared for an election later in December.

The bombshell came in the announcement that Haskell and Goldberg, attorneys for the Amalgamated, had tendered their resignation to the Board of Directors of the Association. In explaining why the resignation was forthcoming, Benjamin Haskell pointed out that in view of conditions and pursuant to a ruling of the Appellate Division of the State of New York, his firm could no longer accept a retainer from the organization.

Continued Haskell: "Five years ago I helped organize your Association, and it is pertinent at this time to remind you that the group will continue to function without me as with me, and remains the most effective means of obtaining order and success in your business. I advise you therefore, as your friend, to remain in the Association and to cooperate to your fullest extent with your officers and other members.

Following Haskell's farewell address, President Rubinow called upon William Pragnell, secretary of the Board of Directors, to read the resolutions adopted at the last meeting of this Board so that the members either may approve or disapprove. In order, they were:

Resolved: That the Association in the future eliminate supplying bondsmen to operators, in the event of arrest, on the basis of a retainer.

Resolved: That the Association in the future eliminate the furnishing of legal advice and attorneys in the event of arrest, on the basis of a retainer.

Resolved: That beginning December 1, 1937, stickers for each machine hereafter be 75 cents and not \$1.50 as at present.

The resolutions, after considerable discussion, were accepted by the Asso-

(Continued on page 32)

(Continued from page 25)

of coin machine equipment.

all coin men. Ben L. Kulick is vice-



DON'T PLAY WITH TIME!

AN IDLE GAME MEANS LOST REVENUE TO YOU... LOST INTEREST TO YOUR CUSTOMERS ...

PUT BREAKDOWNS "ON THE SKIDS" WITH

STANCOR PACKS

STANDARD TRANSFORMER CORPORATION 850 BLACKHAWK STREET . CHICAGO

POWER PACKS . . REPLACEMENT TRANSFORMERS . . RECTIFIERS

Ask your Distributor!

THE "HI-LOW" COMPLETE TOY PACK

Contains 275 to 300 Novelties and Toys for one complete fill for 1c Novelty Vending Machines, packed by:

M. BRODIE, 2182 Pacific Ave., LONG BEACH, CAL,

3311 Ross Avenue, Dallas, Texas 1120 South Park, Omaha, Nebraska Distributor: "MASTER" Novelty Vendors-Mail Orders filled promptly.

MACHINE REVIEW

U-NEED-A-PAK

VENDING MACHINES



NINE COLUMN GUM & MINTS

CIGARETTE MACHINES

12-9-8-6-5 and 4

COLUMNS

to vend all standard brands at 10c and 15c

or

equipped with changemaker to vend cigarettes at any price from 15c to 20c

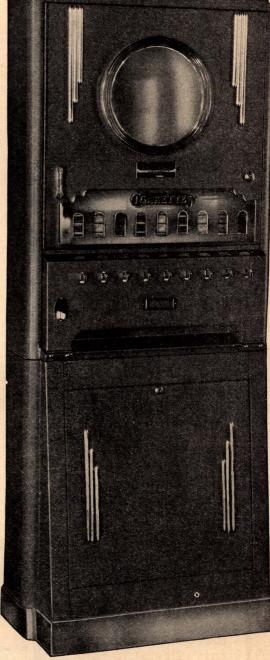
GUM AND MINT VENDOR

to vend standard 5c packages of

WRIGLEY GUM
DENTYNE
LIFE SAVERS

U-NEED-A-PAK MACHINES

ARE
QUALITY
THROUGHOUT



NINE COLUMN CIGARETTE VENDOR

Distributed and Warehoused in the West by

Southern California Operators are welcome to inspect the U-NEED-A-PAK at the display room of our representative

MILLS-VIKING COMPANY

1356 West Washington Blvd.

Los Angeles, Calif.

VIKING SPECIALTY COMPANY

EINAR WILSLEV, Manager References: Dun-Bradstreet 530 Golden Gate Avenue SAN FRANCISCO, CALIFORNIA COIN MACHINITE REVIEW

GENCO... makes it

Ski-Hi Cargo Silver Flash LAYMON Paul A. Laymon sells it

DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES

1503 W. Pico St.

DR. 3209

Los Angeles

Amalgamated

(Continued from Page 30)

ciation. It was brought out during these discussions that in view of the reduced fee, strict economies had been ordered, and these economies will continue in force until such time as the Board of Directors and Association members deem them no longer necessary

A stirring address by Lou Goldberg, former managing director of the Association, dwelt upon the past services of Haskell and Goldberg, and related the extent of their sacrifices and unselfish-"Whether a fee was involved or not, both Mr. Haskell and Mr. Goldberg were available at all hours, in season or out," the speaker declared. "They stood ready to help an operator in need, to plead the case of his customer and to see that he obtained justice in the courts. It is more than unfortunate that developments should bring about a condition where they now must resign from this service and I think that this Association owes them more than can

be paid either in deeds or money."

Upon the conclusion of Lou Goldberg's address, a formal vote of thanks to the retiring attorneys was given by

acclamation.

Gaining the floor, Lou Rose, well known for his interest in Association work, called upon the members to concentrate upon how to remain in the coin machine business. "Let me tell you members," Rose said, "that everything else is unimportant compared to the importance as to whether we will continue as operators or be forced out in the very near future. I am no prophet, but I can clearly see that unless we cooperate and work one with the other, I state positively, we will not continue in this business.

Marvin Leibowitz, chairman of the Board of Directors, then made a fervid appeal for trade harmony. "Many of you members here tonight," Leibowitz stated, "started in the business, just like I did, using a screwdriver and a pair of pliers. Some of us have gone a little farther than that in the six or more years that the Association has functioned, but I want to state to you members here tonight that if we don't work together, you and I will go back to that screwdriver and pair of pliers and we'll

be lucky at that!
"Take the music operators, for instance. Our Mr. Rubinow, who can tell you something about that, has told me that in only the few weeks that the music operators have organized, there already is progress enough so that he and others can go to bed and sleep soundly knowing that in the morning the locations they have will still be theirs. Members in this Association are

apt to take things for granted, and such matters as fair rates for location owners and absence of chiseling is taken for granted as if such were always the case. I want to tell everyone here tonight that it has been far from true, and it is only because the 'Amalgamated is a live, real Association that this is true. Let us keep it that way and let us all stick together.

Asked to discuss the economies that had been ordered Managing Director Joe Fishman said: "The Amalgamated is my brain child. I have seen it grow. I remember a time when there were only four or five members, and we didn't know how long we'd last. But we had hope. We had faith in the future. We felt that someday operators would realize what we are doing and join us to make the business sane and profitable.

"The economies that have been ordered come as a blow to me personally. I have worked for success and for the Association and, naturally, the present move is a setback to me. But I can take it, gentlemen. And I can take it only on one condition, namely, that you cooperate, work with me. Register all your machines. Give the office and me a break. I repeat, I can take it and work with you, but you must cooperate. You must play the game and play it fairl"

Others who spoke on behalf of co-

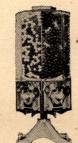
operation were Messrs. Jaffe, Turk, Harmon and Hartell.

Asides:

Charlie Steinberg came down to the meeting and despite the serious business being discussed, insisted upon relating all the cute things his little daughter Helene thought of at her first anniversary party. Charlie insists she made a speech and thanked all her admirers and generous bestowers of gifts. Said Charlie, 'Give my kid another year or so and she'll make Shirley Temple look like a has been." Incidentally, Charlie wants to thank all those who attended the birthday party and hopes they'll have bright kids, too.

Anniversaries and prodigies have nothing on Frank Shapiro who is all flushed over his son, Marvin's, fourth birthday for whom a repast and celebration were held. Frank, a crony and neighbor of Steinberg, comparing notes, declared that when his boy was only a year old he had the town standing on its head he was so cute. Charlie admits, however, that as a father, himself, chaps like Frank can get easily excited.

Felicitations are in order for George Ponser who has become a proud daddy. The baby, a girl, is doing well and so is the mother.



From 4 - in - 1

* The World's Finest Vendor Are Greater

4 - IN - 1

Operators are proving this daily . . . Send for circular.

Four-In-One Mfg. Co. 3338 JOY ROAD MICH.

[F-A-PA]

NEW BALLY COUNTER SENSATION



1-5-10-25 CENT PLAY

TREMENDOUS FLASH

CIGARETTE PACKS IN FULL COLORS
ILLUMINATED BY FLASHING LIGHTS

REPLACEMENT FRONTS

AVAILABLE AT SLIGHT EXTRA CHARGE

Write for Price

BALLY MFG. CO.

2640 Belmont Ave., Chicago, III.

MACHINE REVIEW



EVERY OPERATOR and MANUFACTURER in the COIN MACHINE INDUSTRY

a

MERRY CHRISTMAS

and a

HAPPY NEW YEAR

Season's Greetings and best wishes to all our friends

EINAR WILSLEV
DICK TYRRELL
W. MERVYN MILLS

VIKING SPECIALTY COMPANY

In Southern California:

MILLS-VIKING COMPANY

1356 W. Washington Blvd. Los Angeles, California Home Office and Warehouse:
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IF IT IS GOOD, NAME IT. YOU'LL FIND VIKING HAS IT

IF DAVAL ... makes it Time Marches On Speed LAYMON Paul A. Laymon sells it

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Los Angeles

Omaha Coinews

By CHARLES P. RODMAN

Tony Mangano, president of the Howard Sales Co., became very ill the morning of November 30, and was taken to the hospital and operated on at once for a severe case of appendicitis. He is now resting at home, but expects soon to be on the job again.

The National Premium Co, has moved and is now located at 2501 Leavenworth Street, where Manager Smith continues to hold open house. Al Johnson, president of the firm, is still under the

VENDING

MACHINES

weather as a result of ptomaine poisoning brought on two months ago from

was an Omaha visitor since our last report. He has operated coin machines for the last twenty years and has had no trouble of any kind. He also operates a beer tavern and finds taverns and oil stations, especially those where lunch is served, are fine locations for coin machines. "I have no trouble with the authorities and never have had at all because I take a part in all civic movements that are good for my home town, said Heidbreder. And that may be the secret of his success. Bowling alleys are also good on this man's locations.

there and is now located at Portland,

eating Coney Islands. The boys all hope to see Al on duty soon. William Heidbreder, Utica, Nebraska,

Jimmie O'Neill, for some time an operator with headquarters at Columbus, Nebraska, has quit the business Oregon. Jimmie's many Nebraska friends were sorry to see him go but wish him the best of luck in his new home.

Don Bonowitcz, a successful operator at Fremont, Nebraska, is another man who got the Oregon fever and left for that state to make his future home. Don announced he was quitting the coin machine business, but the beiting odds on that are two to one among the boys who know him.

Omaha distributors of coin machines

rette vendors are adding peanut vendors to their line, finding they can service both without any increase in help. It does add materially to the income.

REVIEW readers of Omaha state they would rather "read the women pictures" than any other section of the newsy magazine. "Hearty laughter now and then makes life worth living," say Tony Mangano and Hymie Zorinsky.
us more lady pictures."

report many of the operators of ciga-

Pin ball machines, minus payoffs, are proving very popular since the ban has been raised in Omaha from all games not making a cash payoff.

John F. Dahl, one of the oldest coin machine operators in Omaha, is now confining himself to cigarette vendors exclusively and reports a fine business. Dahl has nearly 400 machines and finds it takes all his time and that of two sons to service them properly.

Harold Harden, Sioux City, Iowa, distributor for Wurlitzer phonographs in the northern Iowa and South Dakota territory, finds music is now better than for some time and predicts a good rise in the phonograph business. So positive is Harold of this that he has bought a business building to house his activities. The new address is 802 West Seventh Street.

Don K. Cole, Lohrville, Iowa, was an Omaha visitor the last of November. Don operates about fifty phonographs and stocked up on records while here. He finds a much greater demand for the old time sweet tunes than for anything at this time.

Bill Mashek and wife, of North Platte, Nebraska, were recent Omaha visitors. Bill operates under the name of the Platte Music Co. and has over 100 phonographs and fully as many cigarette vendors. It takes the assistance of four men to service Bill's lines properly. The Mashek's are expecting the stork to leave a "bunch of happiness" with them soon.

J. B. Hart, Charles City, Iowa, had the honor of getting the first order for records through the newly established department of the Sidles Co., Omaha distributors for Victor and Bluebird records

C. E. Meyer, president of the Public Scale Co. of Omaha, has just purchased another 100 Watling Scales. Fifty of these will be installed in Omaha territory while 50 will go to central Illinois where Meyer is operating a large route. He now has over 500 weighing machines in operation and finds business steadily increasing. He asserts the "5 and 10" stores are the best possible locations and all night restaurants stand second in line. Meyer has also found from actual experience that the "after store hours" are preferable to day time hours and that the night receipts are double those of the daytime. The women and children are the patrons of the machines located at chain stores while young boys and girls make up the large percentage of the patrons at restaurant locations.

"I just got a telegram from my girl but she didn't sign her name.

'Then how do you know it was she?" 'There are four 'Stops' to the ten words.

MORE THAN FIFTY KINDS **ASSORTED** ONE GROSS PACKAGE 85¢ COIN MACHINE REVIEW JAPAN IMPORTING CO. 530 GRANT AVE. SAN FRANCISCO, CALIFORNIA



PLAY-OLA "PUT and TAKE"

"Put and Take" is the grand old moneymaker that everyone knows how to play.
Play-Ola's colorful new style of presentation makes it faster-moving and more

attractive than ever before.
500 tickets at 5c and 10c
TAKES IN......PAY OUT .. \$10.25

PAY OUI \$10.25 This deal also available with 1000 and 2000 tickets. Complete Sample Deal, only \$1.25 wholesale plus postage. Rush

Here's A Sizzling HOT Sample Price For

NEWS! for Jobbers, Operators, Distributors

A giant company enters the Jar Deal field with a vast line of spectacular, colorful, original numbers that MOVE FAST, and pay big quick profits. This 5c play "Put and Take" Jar Deal is an example.
"Play-Ola Games are the fastest-moving, biggest-profit games on the market." -J. A. Schwartz of National Coin Machine Exchange, 1407 W. Diversey Parkway, Chicago.

OVER 50 BIG NUMBERS

The Play-Ola line comprises over 50 different high-powered Jar Deals—including many with Jack Pot cards. All kinds of lures, colorful displays. Payouts and tickets for every demand. Write today for latest catalog and quantity prices. Please use your letterhead.

PLAY-OLA MFG. CO.

1948 S. Troy St.

Chicago, III.





Houston Notes

Operators' wives should have picked the day following the November 17 Association meeting to close a deal on that fur coat, new car, and the like. With the retail sales business stopped cold, Association paying dividends, and all, Mr. Operator would have been easy.

H. H. Horton recently made a visit to New Orleans, Louisiana and points between. Horton believes the time has passed when Texas Operators "gaze with longing eyes over into the Louisi-

ana Territory.

Another sales firm, the Record Shop, has enlarged its building to more than

double the original size.

Houston was well represented at the reorganization meeting of the Texas Music Operators' Association in Dallas. Some of those attending were Mrs. Lois Stelle, A. H. Shannon, Hans Von Reydt, C. O. "Red" Harrington, Lester Hearn, Harold W. Daily, and W. A. Niemackl.

Daily was elected president of the revived organization and Hearn one of

the directors.

Niemackl represented the County Phonograph Operators' Association. His discussion of ways and means of dealing with the retail sales prob-



Percentage Regulators

Made of case hardened steel, with steel rollers. They fit perfectly on the star wheel of Mills, Pace, Jennings or Caille

When ordering, state make of machine, also whether 10 or 20 teeth on star wheel.

> PRICE 50c Each; \$5.00 per Dozen \$32.50 per Hundred

M. T. DANIELS

1027 University Avenue WICHITA, KANSAS

lem was well received due probably to the fact that the Harris County Association was very successful in combating that evil.

At the meeting of November 17, the following members subscribed to the REVIEW: Lester Hearn, Allie Janke, J. B. Bellin, Miss D. N. Gillham, D. W. Willett, H. H. Cruse, William Peacock, F. S. Clancy, and J. H. Wilson.

F. S. Clancy, paid for two subscriptions. In addition to his own, he gave the magazine to a friend for one year. A nice move, Mr. Clancy. We hope some of the operators and jobbers "bump" your idea when it comes to remembering their friends at Christmas time.

Miss D. N. Gillham, manager of Amusco, Inc., is one of the fairest of Houston's fair operators. Judging from the extensive operations of her company she is also a first class operator; or maybe her success is due to the 'consistent nature of her disposition,' the following being an example:
During a recent Association meeting

the question arose as to what action should be taken on eight members not present or represented. "Fine 'em!" snapped Miss Gillham, "unless they have a good and reasonable excuse make them pay off."

'But you missed both meetings in October, reminded the secretary

gently.

'Oh, I had a reasonable excuse," replied the young lady sweetly, "I forgot about those meetings.

Miss Annabel Pearce, secretary of Lone Star Music Co. always wears a

South Texas Notes

L. A. Belfy, representative of O. D. Jennings and Co. of Chicago, is now working Texas territory. Belfy stated that his work here was of a temporary nature, but he expected to be permanently appointed to this section. Previously he represented his firm in Georgia and Alabama.

Operator and Mrs. R. N. Bland of Beaumont were in Houston recently on

Melvin J. Blum, active manager of Blum and Belcher of Bay City, has resigned his position with a local store. Blum states that in the future he will devote all his time to operating and expects to branch out into territory surrounding Bay City.

Stanley Free, Joe Salvato's right hand man, has reported a steady increase in business with his new radio shop recently opened in Dickinson. The shop is located next door to the Green Lantern which is headquarters for the mainland office, of Galveston Novelty

Robert M. "Bob" Cowey of La Marque, Texas, who operates in Texas City, La Marque, and Galveston, has been "under the weather" with a stubborn cold which has kept him down for quite some time. "Bob" seems almost as stubborn as the cold since he is still making the rounds, but talking scarcely above a whisper.

R. C. Brewer, Seeburg and Electro-Ball Co. serviceman, was in Houston during part of November. Using Houston as his headquarters, Brewer managed to call on most of the men in this territory operating Seeburg phonographs. He reports unusually fine business everywhere on his route.

William H. Tinlin of Beaumont was a visitor at the November 4 meeting of the Harris County Phonograph Opera-

After a temperance lecture in Scotland, one of the audience tarried and greeted the anemic speaker with: "Did understan' ye to say ye never took a drink in a' yer life?"

'Yes, sir, liquor has never passed my

Weel, sir, my old man now dead was a bit o' a drinker a' his life, an' three days after he died he was a healthier looking mon than you are now.



126



Philadelphia Coin Machine

Amusement Association

President—MARTIN MITNICK; Vice-President—
FRANK ENGEL; Financial Secretary — B.
HANKIN; Secretary — JACK BRANDT; Treasurer — B. STEIN.

By HARRY BORTNICK

There's a great deal of suppressed excitement afoot around the organization's headquarters at the Hotel Majestic because, with the big show in Chicago drawing near, every operator is trying to figure out how many machines they can buy, and how many tickets (to win the car, as Spector and Engel did last year) they can gather.

MACHINE

REVIEW

The main worry for the boys at the moment is the mercantile tax. Although they're already pretty thoroughly taxed, more so than many another legitimate business, they have the threat of this new tax hanging over their heads. With location owners receiving a large share of their receipts and taxes taking another large cut, there is no doubt but that many of the smaller operators will either have to cut expenses or quit the

Although the organization has always evinced a desire to help city and state officials in every manner possible, they are beginning to feel that the burden which is being placed upon the coin machine business, is much too heavy. At every occasion possible, it seems, there have been new taxes placed on the operator, on the location, and now, heaviest of all, the proposed mercantile tax may entirely upset the applecart. However the organization, in its efforts to cooperate with the public and city officials, again will try to manage to work with budget-balancers.

As to the Chicago show, it seems that in Chicago will be put at the service IF STONER makes it

Stoner's Races Miss America LAYMON

Paul A. Laymon

sells it

DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES

1503 W. Pico St.

DR. 3209

Los Angeles

Asides:

Newest subscriber: Sam Lerner. Thanks a lot, Sam.

Joe Medvene, we've been told, has just bought himself a new Terraplane truck.

Cy Glickman's ad in the November issue of the REVIEW had plenty of pulling power, he tells us. It has already (early in December) brought a good many orders from operators who want to salvage some of the dough invested in Bumpers by letting him turn obsolete equipment into that new, up-to-date, nickel-pulling game called "Poko-Lite." MERRY CHRISTMAS and a HAPPY

NEW YEAR, Everybody!

The hired man was tinkering around the farmyard. The milking machine salesman gave him a cigar and asked him how things were coming along.

'Different times," growled the hired "different times

5062 Pennway Ave.

What's the trouble?" asked the sales-

"I used to enjoy giving an apple to a horse.

'And now?"

"Well, I suppose the tractor is glad to see the oil can, but it never whinnies with joy.

Bumper to Poko-Lite

transformations please ops.

PHILADELPHIA. (RC) - Among many others who have salvaged Bumper games on which play had dwindled, and returned them to the rank of profitmakers with the installation of a new backboard, playing field and a new play-principle, are Steve Boratsos who reports that he saved ten of the early games and had them transformed into new equipment, and Bill King, who says he's tickled pink with his Poko-Lites. King says he's had four Bumpers and one Skipper rejuvenated, and wishes he could do the same thing with all his obsolete machines.

It takes only two days for the complete transformation and refinishing, according to report, and all operators who have made the change report an exceedingly neat and profitable job.

Cy Glickman, the man who devised Poko-Lite, and who handles the job, was a sweepstakes winner, if you'll remember. And when he showed the newest ticket at the November meeting of the Coin Machine Operators' Association, everyone wanted one and he ran out of them in short order. The probable reason was given that, just as in the case of Poko-Lite, Glickman seems to have good luck with each



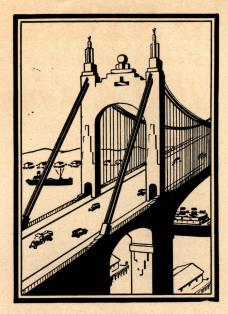
every member of the Association is going. Already there is a large demand for tickets and all operators who desire to go are advised to get in touch with the organization. A speedy, air-conditioned train has been promised for the organization's use, and the best hotel

of the organization.

Special price on 3 or more. Don't send legs or bolts.
POKO-LITE Machine Complete Without Trade-in..... GLICKMAN COMPANY

Philadelphia, Pa.

\$29.50



To Build a Bridge

- Ours would be a pretty awkward world if there were no bridges. Hills—up and down and then up again—would make the going tough, and streams and rivers would cause lots of delays in men's movements, or might even keep them from moving at all.
- Man's ingenuity developed the bridge, and now traffic moves across and under and above the bridge, traffic of commerce and industry, traffic of pleasure, even traffic of war.
- It takes a lot to build a bridge. It takes science and skill, knowledge and experience. It takes men and money and brains. Then you have bridges and you can get from one point to another.
- There's a bridge in this industry that takes you from uncertainty to security. That bridge is called Merchandising. When you're looking for security, for assured income, for safety ahead, all you need to do is cross the bridge. And when you're looking for the safest and most convenient bridge to cross, look for NORTHWESTERN. Like the most stable of bridges, NORTHWESTERN Merchandising Machines are built on the basis of science, of skill, of knowledge, of experience. NORTHWESTERN Machines are built to last. NORTHWESTERN Machines are built to give you the greatest measure of safety and security. INVESTIGATE NOW.

Will P. Canaan

Authorized NORTHWESTERN Distributor

1347-51 W. Washington Blvd.

PRospect 4912

Los Angeles

IF EXHIBIT... makes it Hound-n-Hare Shoot-the-Moon Tops LAYMON

Paul A. Laymon sells it

DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES

1503 W. Pico St.

DR. 3209

Los Angeles

Pennsylvania Cigarette Ass'n

(Continued from Page 25)

location, and the old operator offering inducements to hold the location.

The smart location owner, sensing the situation, plays one operator against the other, until in the end he is getting all there is in it and the operator has only the questionable satisfaction of knowing he has downed the competing operator.

Matters had reached this stage of ruinous competition in Philadelphia. It was impossible to get business on a basis that would show a profit. For the most part, operators were not acquainted. An outsider getting a line on an operator from his competitors could have catalogued a number of reputations not to be envied.

At last a meeting was called to talk things over and see if anything could be worked out. Had we gone no further than this first meeting, it would have produced good results.

When the operators became acquainted, a basis of mutual understanding was easily arrived at. A permanent organization was quickly formed and has functioned in good order for the past year. We have a paid secretary who is not an operator, hence, a neutral clearing house. We think this important to a successful organization.

Through this organization, not only are we able to iron out differences that arise, without friction, but are prepared to meet any outside influences of a harmful character that may develop, without loss of time.

The Philadelphia operators are thoroughly sold on organization. The time, money and energy formerly spent in fighting each other can now be devoted to developing new business and handling other matters of mutual interest.

The operator who tries to buck a good organization has a tough job on his hands.

The trade papers could render a valuable service in assisting in the formation of operator associations. The business is comparatively a new one and unorganized.

If a network of Local Associations were formed, it would not be difficult to form a National Association.

Policies could then be developed that not only would eliminate the rumous practices of competition among operators, but with the cooperation of the manufacturers we could meet other issues unfavorable to the business, some of which the manufacturers are directly responsible for.

St. Louis Happenings

By H. A. INSINGER

Herb Besser has found it desirable to move his place of business into a more central location. Friends will find the "Besser" place at 4503 Manchester Ave.

The definite cause is unknown, but perhaps a number of phonographs ran hot and caused a fire on the premises of W. B. Novelty Co. The storage shed, not far from the main building, is a mass of ruins, and William Betz was fortunate that the timely arrival of the fire department kept the fire from spreading.

Richard Westbrook took an October vacation to live solely on fish and chicken, and on chicken and fish. The fish and chicken paradise is somewhere in southeast Missouri. Dick remains silent on that question, for obvious reasons. How he got the eats? The fish, we reckon, he caught with a hook, and the chickens presumably with corn. But



Sample Deal Complete \$4.00

Doz. Lot Price complete Deal, Per Doz. \$36.00

Doz. Lot Price Refills (with Card) Doz. 30.00

Deal takes in (2280 @ 5c) \$114.00

AVERAGE PROFIT - - \$44.00

This deal also furnished with 2520 or 2772 tickets at slight additional cost. Write for Quantity Prices. 1/3 Deposit — Balance C.O.D.

Are you on our mailing list? Write for latest Price List of new and reconditioned machines.

Monarch Coin Machine Co.

Distributors | Chicago, III.

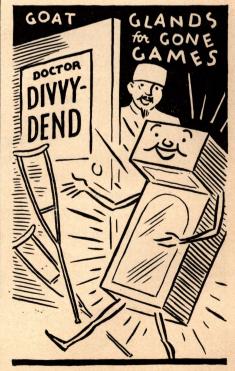
he says he had 'em caught. Probably the fish by day and the chickens by night. While all this is neither here nor there, and he says that he paid hard cash for the "vittles," the whole thing is still a big question. Seriously, however, Dick says the eats were excellent, and that he feels fit to meet the rigors of winter and operate his concessions most energetically, and that he will have to, for does he not drive a new Buick? May his car not come to grief this winter on the icy streets of the city. That brings up southeast Missouri again. Dick will have to be pumped again—we need a new car, too.

Basil Neel failed to heed the importunities of his bosom friend, Witey Benwell, to go a-hunting. No, not rabbits, that is too tame a game for Witey and Basil. Deer is what was on their minds (D-E-E-R). And if you care to know why friend Basil steered clear of the expedition, he heeded the hunter's call last year and got stung. No, not by a stray bullet, but by the failure to bag a deer. Be it known that the Missouri deer license does not guarantee a four-point buck. Unfortunately Witey came back with a buck, and Basil now nurses a grouch because he felt trapped rabbit was a surer bet than a fleet-footed deer. Evidently Witey knows his ropes, and next year it may be a pleasure to report Basil on top of the world.

The family of Carl Trippe is growing. Not by leaps and bounds, but slowly and surely. Several weeks now Carl is the proud father of his second child, a girl. We extend our hearty congratulations.

Ralph Denton, from Cuba, Missouri, where he specializes in a real string of phonos, was a recent shopper in St. Louis, with an appraising eye on phonograph bargains.

What is it? Wanderlust? The green of distant pastures? A change of environment? Or just to be somewhat (See ST. LOUIS, Page 59)





Ouick Looks

By D. H. PETSCH

San Francisco Bay Wurlitzer distribu-tors and operators were dined by Homer Capehart, vice-president of the Wurlitzer Co., during his recent visit to the Pacific Coast. As Capehart reviewed his program for the coming year, that evening operators were filled with renewed confidence and enthusi-He emphasized the point that Wurlitzer is intent upon backing the State Association at every point. The manufacturers have agreed to cooperate in limiting the number of phonographs issued to the operators, which, according to local coinmen, will squeeze out the small operator who refuses to join the Association but gladly siezes choice locations by fair means or foul. Tony Compagno, secretary of the State Association, announces that the group is at present working on plans which will be very favorable both to manufacturer and operator.

Ed Norton is again associated with the Central Vending Machine Co. in Stockton owned by Inez Anderson.

The Automatic U-Pop-It popcorn machines received this month by the Golden Gate Novelty Co. have been the customers and the staff plenty of good, clean fun, according to Miss Felice Church, the young lady who holds the fort. She confesses that so many orders have come in that she has not been able to supply them all, in spite of the carloads of machines which she has had shipped in. More inquiries have come in about this new Daval machine than anything that has hit her or the Golden Gate Novelty Co. this year.

R. F. Jones of Sacramento visited San Francisco after the holidays and carried home some gun machines and some phonographs. Jones is one of the few lucky operators in Sacramento to get a license issued to him.

Ten purebred hereford bulls were purchased by Homer Capehart from Ed Mape during his visit this month to the Mape Ranch in the San Ioaquin Valley. Capehart owns Capehart Farms in Indiana where the recent corn-husking championships were decided. He plans to breed these herefords with the stock he already has in order to strengthen the strain.

Lou Wolcher spent Thanksgiving and the week following in the Bav region because he was "just having fun," he says. His Seattle office is being managed during his absence by Johnny Michael

Jack Schultz of Eureka visited San

Francisco to make some purchases for his game locations. He reports that business for the operator is definitely

picking up there.

While Bill Corcoran is away hunting ducks on his reserve in Northern California, his office force on Golden Gate Avenue is preparing for a hard winter. A new heater is being suspended from the ceiling and a rubber mat has been placed from the doorway to the rear of the display room. The workmen had difficulties aetting their jobs completed for the new Popmatics had just arrived and everyone was either preparing to pop a bagful, popping a bagful, or consuming the popcorn he had popped.

Percy Oreck of the Melton Vending Co. spends his leisure time ice skating. He insists that he is not a fancy skater but nevertheless he and a group of his friends go several nights each week.

Heinie Grusenmeyer of Advance Automatic Sales returned the first of the month from a successful business trip through the San Joaquin Valley. He hastily adds that the business was 'legitimate"—as if anyone would think

it could be anything else.
The American Vendin~ Machine Co. is developing a new table game, which appears to have excellent possibilities. It consists of an airplane attached to a metal rod which connects with a small derrick in the middle of the table. Two sticks operated by the player control the plane. According to Walter Cady one can learn to operate a real air-plane from this table model, for the controls work exactly the same. The plane itself, which has a 10-inch wingspread, is made of heavy cardboard doped with a pigment which makes it practically indestructible. At least, four

weeks of successive nose dives and tail spins to the table top have left no dent in the machine. Ten locations are already signed up for the game when it is completed, most of them being in and around airports. Enough inquiries have been made to assure the inventors that they have something there.

Albert Quast of the Charles Fey Co. came to work the other day with a nasty gash over one eye and a general black and blue appearance about the head. Two stories were offered as alibis to the secretary, who is still waiting for Truth to out accidentally.

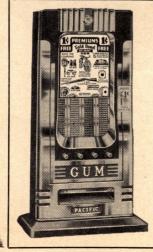
Ted Newman, secretary-treasurer of the San Francisco Music Operators Association, has been inspecting his oil fields in Oklahoma. After three weeks of careful detective work, he reports that he can find no gushers. There are lots of dark holes in the ground, though, and he feels that it's a good sign.

Jack Moore, well-known Salinas operator, is credited with having turned in a record number of memberships for the State Association this month. He represents the S.F. branch of the organization in Monterey and Santa Cruz counties

Art "Plutocrat" Brant took a few days' business trip to Oregon and bagged a new La Salle which now makes him the object of envy and admiration from his struggling friends and lady acquaintances. He returned just in time to hire some extra help at the Jack R. Moore concern to handle ten carloads of Seeburgs which had arrived.

To H. J. Johns goes a large slice of credit for bringing the membership in the State Association of Santa Clara and San Mateo up to the 100% mark. Johns is a part-time operator in San

Tose. (Turn page)



A FEW CHOICE EXCLUSIVE TERRITORIAL FRANCHISES ARE STILL AVAILABLE ON

PAMCO

GUM MERCHANT

Today's Newest Vending Sensation!

WRITE NOW FOR FULL DETAILS

REINHART NOVELTY CO.

711 McALLISTER STREET SAN FRANCISCO, CALIF.





DIVVY-DEND

Part of Dick Tyrrell's initiation into the San Francisco vending business consisted of smoking a big, black cigar, presented to him with the compliments of his boss, Einar Wilslev. It was the second cigar he ever smoked, and it wasn't loaded, but that's about all he remembers. He is convalescing nicely at present.

San Jose leads the several counties in California reported to be opening its slot machines again. A special resolution was passed recently in Santa Clara County licensing certain types of coin machines. These licenses restrict the business to the large operator, but local coinmen are rejoicing in their own quiet way over the lead which San Jose has taken.

The Merry-go-Round is a new triple vending machine on display at Viking Specialty Co. It supplies three kinds of nuts and is guaranteed not to break down. Excellent sales are reported in this new Tom Thumb line.

L. L. Baker has been purchasing Masters and Northwestern Deluxes like a sailor on leave, this month. "Business is perfect," says Baker laughingly. Or maybe we didn't get it.

It is with mingled pride and regret that we announce the theft of the latest copy of the COIN MACHINE REVIEW from the desk of Dick Tyrrell at Viking Specialty Co. Tyrrell offers a small but substantial reward for the name of the culprit. A shipment of Mutoscopes is being sent from Viking Specialty to Singapore this month. This type of coin operated motion picture will make its appearance for the first time in the Straits Settlements, and promises to give the natives everything but the opportunity to dance with such actresses as Sally Rand.

The inventor of the first bell machine in the United States, Charles Fey, has not once in the fifty-one years since his discovery ceased experimenting with new games and vending devices.

His latest brain-child is a music box. Believing that there is a revival of interest in the old-fashioned music box's tinkling tunes, he is bringing out a model that plays eight melodies on one roller. The rollers themselves he imported from Switzerland, but the adaptation for coin machine use he is doing in his own workshop. Several of these he has already sold for home use without the coin machine attachment.

Charlie's second machine-of-the-month he quaintly calls Three Nines, although there is very little connection between the name and the results, as he discovered while demonstrating his device. He promises that this game will have all the fun of a big model, and yet will occupy only ten square inches on a counter.

The mystery which has hung over Viking Specialty Co. for the past month is at last solved, but not by the RE-VIEW detective, unfortunately. Einar Wilslev just decided to talk. The company, as well as the building, are being reorganized. Dick Tyrrell, who, according to Wilslev, has done an ex-cellent job of building up an office in Los Angeles, has been brought to San Francisco where he is going to turn his Dale Carnegie salesmanship and his practical jokes, he hopes, into gold nuggets for dear old Viking. Already the Wilslev-Tyrrell combine can see rising out of the fog a second Empire State building. The front of the second floor has already been redecorated and furnished as an office. Wilslev complains of the draft around his desk when his customers enter the front door. "It will be warmer up there," he states.

Since Tyrrell's establishment in the San Francisco office the walls have been falling around Herr Wilslev's neck. For years he has collected his money through a wire wicket, this being the closest he could come to realizing his dream of being a big banker. His desk was hidden behind a wooden barricade, erected originally to protect him from the breezes and credit customers. These are but fond dreams for Wilslev now. Gone are the wicket and fence, and in their place are counters displaying the latest and most attractive wares. The customers seem to like the changes, so no one will ever know whether he misses his walls or whether he is building new ones at home where he will be undisturbed.

Punchboards were the loot G. E. Bridgeford carried back to Stockton with him from San Francisco this month. The holiday spirit has boomed this line of business, he states.

E. J. "Duke" Morgan of the Seeburg office in Chicago was himself the victim of some high pressure sales talk when he stopped at the Chas. Fey plant this month to find out whether Fey had collected any new pictures since his last call. He not only saw the pictures, but carried out one of Charlie's new music boxes under his arm. Charlie thinks it's funny to come all the way from Chicago to buy one of his music boxes, but adds that Duke is a smart man and the box sold itself.

For sixteen days Dick Tyrrell listened to Einar Wilslev's off-key whistling. With madness slowly creeping up on him, he decided that a little earnest re-search might give up a clue as to the name of the song. Shortly after that, Einar accidently mumbled the words

instead of whistling, and with twitching ears Dick discovered it to be that old Spanish hymn,

"My mother gave me a nickel, to buy a pickle, Instead of buying a pickle, I

Instead of buying a pickle, I bought some chewing gum."

Tyrrell believes it is the theme song of

one of Einar's sales promotion schemes. Mrs. C. Fukuoka is the answer to the joint prayers of the steamship companies and the San Francisco coinmen. She makes monthly trips to the mainland to purchase machines and supplies for her husband who owns the Iwao Fukuoka Co. in Honolulu. This trip she purchased a new supply of Masters and some pistachio nuts and corn parchies which she claims are bowling them over on Waikiki.

Sid Šimpson, local operator, made a Thanksgiving resolution to place one new vending machine each week. "Oh, my!" was all he said when asked for a statement by the press on how it was working out. Coinmen may wish to file this ready answer for use after New Years.

Art C. Brant of the Jack R. Moore plant is being very pure this month for his mother and step-father, Mr. and Mrs. Andrew Stegerwald of Corvallis, Oregon are visiting him. The good life has its difficulties, too, for this is the season when out-of-town buyers swarm into town to see what's doing, and pick up a few Christmas gifts, to boot. Art's associates long for the return of the playboy spirit, confessing that he has spells now when he just mutters in his beard

(See SAN FRANCISCO, page 59)

BANK ROLLS

10'8" **★** 11'8" **★** 13'8"

While they last

\$6500 F.O.B.

Reconditioned-Guaranteed

For Money-Making—and lasting appeal on location BANK ROLL has always outclassed and outpulled all other bowling games.

RUSH YOUR ORDER TODAY!

1/3 Deposit, Balance C. O. D.

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Miss America Et





MISS AMERICA

-pleases the eye —pleases the pocketbook —pleases the public too WITH MYSTERY ODDS



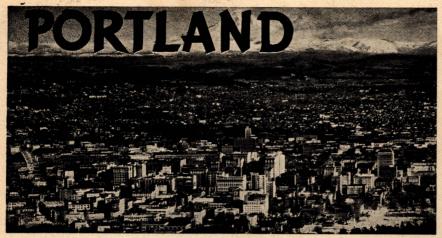
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Football Game Extraordinary You will like this game and buy it-the minute you see Stadium in action with visible Payout Register

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AURORA ILLINOIS



Santa Claus

COIN

MACHINE

REVIEW

told Northwest operators' wants.

PORTLAND, (RC)—A dictaphone installed in Santa's headquarters brought forth the following tips regarding desirable Christmas gifts for the worthies named:

A grass shack, a la Waikiki, for Jack Moore, replacing the log cabin in his office. . . A good used slot machine for City Commissioner Bennet. . . Almost one for Ripley: A warrant for the use of Casey Officer and his pal, Ted Law, two gentlemen in the business in Tillamook. Officer and Law—believe it or notl . . . A gold-handled can-opener for anyone opening Clackamas County

opening Clackamas County.

A phonograph for Louie Polin... A new location for Irv Goldblatt... A clue for the restoration of hijacked machines of Bob Allen, Cecil and Lester Beckman... New movies for Jess Fee, who likes the lucite bars of the new Wurlitzers, but who would rather tell the trade about them than have the manufacturers do it.

A synchronized tandem perambulator for Earl Bush of Marshfield.

More Longwood for Charlie Norton.... Something to make Jack Arnold smile.... A faster airplane for the boys who flew into a flock of wild geese near Eugene, and a smoke screen so they can't be seen by the konstabyule... Better airplane rides for Don Grimes and bigger cornfields for landing purposes.

More civic honors for Frank Dalton....
An automobile and a career for Budge
Wright's big young son.... More and
livelier arguments by Attorney Walter
Tooze—give him a chance to go to
town... Another luxurious trip for Ben
Levin—to Honolulu or Bermuda. Howzat?... More folks patronizing dispensers of Frank Kohler's... No machines
to get out of order on a holiday for Ben
Earl.

A big comb and brush for Lester Beckman. . . An oversize loudspeaker for Norman Nemer. . . An answer to the court prayers of the Oregon Merchants' Legislative League. . . Make Portland the same as her neighbor across the Columbia River—open for dart games, and other things. . . More room for the Butte office for Moore's boys up there . . . A bigger and brighter season for the Inland Empire operators!

The Winner! Thanks to DIVVY-DEND GOAT GLANDS for GONE GAMES

Machines May

provides old-age pensions.

PORTLAND (RC)—Reference has been made heretofore in this correspondence to the newest angle on the state licensing of slot machines and other types of coin operated equipment, and to comments on the plan made by Attorney Walter Tooze of Portland. This declaration placed an ethical slant on the whole question of games and chancetaking by proposing state regulation and taxation, through which the young and unsophisticated may be protected, while at the same time money is raised for old-age relief and help.

Providing 20,020 signatures are obtained to an initiative petition, just filed, and due to be completed by November, 1938—and it is believed that this can be done easily—there will appear on the general election ballot in Oregon a measure which provides for licensing and taxing of pin games, punchboards, bowling alleys, bridge studios, shooting galleries, horse and dog racing, betting rooms, bank nights, raffles and bazaars and all games of skill.

The revenue is to go to old-age assistance in Oregon, and the legislature will be given authority to make all regulations. Date at which the proposed legalizing measure would go into effect would be March 1, 1939.

The proposal is backed by the Oregon Merchants' Legislative League, and a vigorous campaign is to be carried on to get the measure adopted as an amendment to the state constitution. The Secretary of State has given the petition a ballot title.

It is believed that the proposal to devote the revenues from the taxes to aiding the fund for old-age relief will carry a strong appeal.

PHONOGRAPH HEADQUARTERS

Where the West's Prominent Music Operators BUY, SELL and EXCHANGE



WURLITZER PHONOGRAPHS

Only \$49.50 Down

Balance on Easy Terms

SPECIAL

Seeburg Selectophones......\$45.00 Seeburg Symphonolas 75.00 Rock-Olas, 1935....... 75.00 Rock-Olas, 1936............. 85.00

Stock on Hand for Immediate Delivery

L. A. GAMES COMPANY

2833 W. Pico St.

(Wm. Nathanson)
PArkway 9191

Los Angeles, Calif.

Automatic Music

Attention to Minor

replacements save money.

DAYTON, Ohio. (RC) — "Service men on coin machines should keep in mind the old saying that 'an ounce of prevention is worth a pound of cure," commented L. R. Patten of the Skill Coin Machine Co., in discussing ways to save and make money in the mechanical end of operating. Patten, who is associated with Leo A. Stotter in this firm, is a mechanical engineer by training, and has an engineer's keenness for efficient methods.

"One thing many service men don't realize," Patten continued, "is the damage that is wrought by a worn part. A part of this kind in any type of machine is constantly putting a strain on connecting members in the mechanism, and every time the device is operated a whole series of parts is on its way toward a breakdown. If the service man will search out the parts that are becoming worn and replace them at a cost of only a few cents, he will save dollars later, for his machines will always be in working order, and no extensive breakdowns will occur.

"This applies to such an insignificant part as a phonograph needle. Although a record is not looked upon as a part, yet without the record what would be the value of the machine? We must hink of both needle and record as functional parts of the phonograph. Some operators will put \$6.00 worth of records on an expensive machine, and neglect to examine the needle. Perhaps the manufacturer said the needle will play 2,000 times, but in practice at the end of 300 plays it may be worn. Now the operator keeps using this needle and in the process ruins his records.

It is easily demonstrated that a needle worn wide at the point can't travel in the narrow groove of the record without digging out a portion of the material. But to save a few cents for needle replacement, the operator will continue to use the old faulty needle, even though it is well known that such a practice shortens the life of a record 75 per cent. In doing this the operator is merely penny-wise and dollar-foolish."

VOCALION

Tops Your "Must" List!



Three sons and one daughter—and they all work for Dad. That's the record of G. W. Ristau of Kaukauna, Wis., whose first association with music began in 1892, who has operated every Wurlitzer model from the P-10 on up.

Bands Ousted

phonos in, in Seattle taverns.

SEATTLE. (RC) — Fifty new phonograph locations!

This prospect looms as a virtual certainty in beer taverns of Seattle as the result of the Washington Beverage Dispenser's Association's decision to supplant orchestras with automatic music beginning December 6.

Members of the Musician's Union voted for substantial wage increases, and tavern owners countered by calling a meeting on November 22 to discuss the situation. It was agreed by the tavern owners that the increased wage voted by the musicians would place too heavy a financial burden on the taverns. As a result, a vote was taken and it was decided to discontinue orchestras and replace them with phonographs on December 6.

No sooner had the meeting of November 22 adjourned and the intention of tavern owners been made known, than phonograph operators began placing new pieces of equipment.

Voice from inside parked car: I must be Cinderella. Here it is midnight and my clothes are becoming rags!

Lecherous Records

By JAMES T. MANGAN
Director of Advertising and Merchandising,
Mills Novelty Company

Lecherous records are unfair to everybody! Leaving out all considerations of immorality, and looking at it strictly from the sportsman's point of view, I want to show how the music operator who uses the lecherous record is really nothing more or less than a bum sport.

Lecherous records are certainly unfair to the owner of the location housing the phonograph which plays them. Cases are daily becoming more and more numerous where establishments have been closed, owners arrested, licenses revoked, because dirty songs and tunes were publicly rendered by phonographs in the places. The music operator, like every other operator, lives off his locations. Though the location owner always gets his share of the proceeds, the operator still should be grateful to him for letting him control the location. How unfair it is, then, to insert a lecherous record or two, under the promise of some extra earnings, and then watch the man go out of business if his place be closed for infringing on or impugning the morals of the vicinity.

Location owners don't always think these things through. The music operator who is tempted to handle lecherous records knows the possible consequences. Is it right to put an unwary friend out of business for a few extra pieces of silver?

Lecherous records are unfair to the manufacturers of phonographs. After all no one could operate music if the manufacturers didn't make the phonographs. He is constantly inventing, developing, seeking to improve; investing hundreds of thousands of dollars in the future of the industry. Is it fair for unscruoulous users of lecherous records to endanger that investment, that future and the jobs of thousands of people, for the very petty and most often wholly imaginary gain the reprehensible disc may bring?

And such records are unfair to fellow operators. They tend to put the idea of "operator," the name "operator" in

BRUNSWICK

Every Artist an ARTIST!



Holiday Greetings From
Your ROCK-OLA Phonograph Distributor



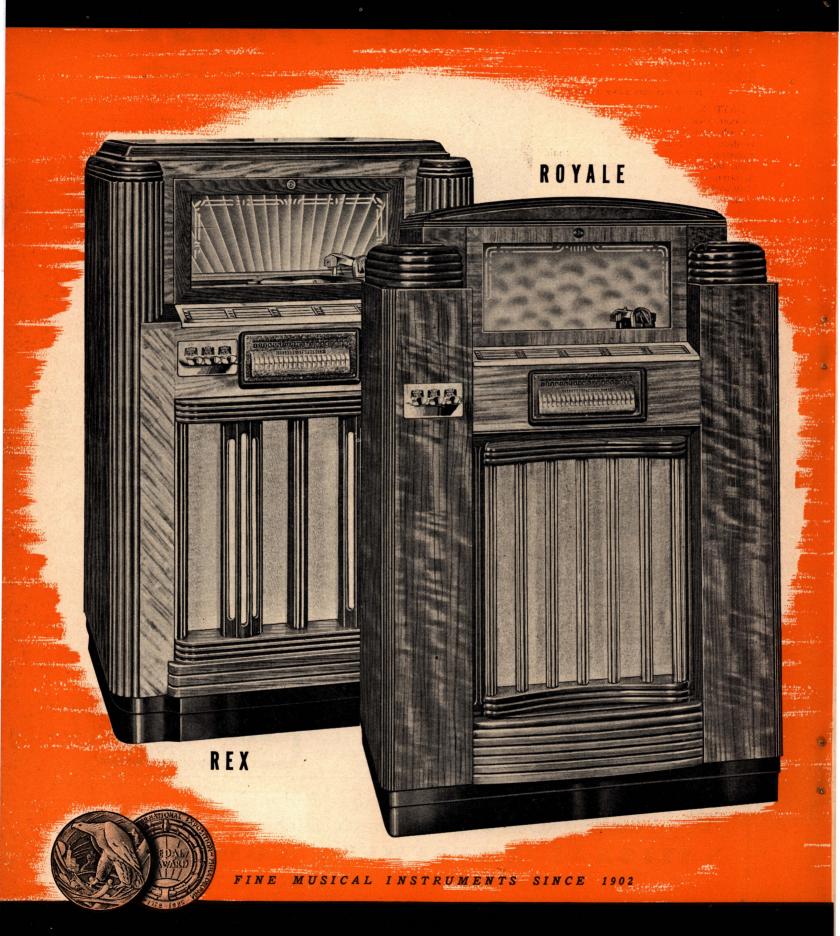
NATIONAL AMUSEMENT COMPANY

now in a new home at

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Los Angeles, California

THEY'VE GOT WHAT



SEEBURG ILLUMINATD MULTI-SELECTOR

IT TAKES!....



Originality in style and in tempo, plus ever-perfect dependable performance ... these are the qualities that elevate an entertainer from the ordinary class to the rank of leadership.

Seeburg instruments have attained and maintained undisputed leadership in the automatic phonograph field through originality and consistently perfect performance. Seeburg 20 Record Illuminated Multi-Selectors, Royale and Rex, with the <u>original</u> Lumalite Grille, have the qualities it takes to "bring them back for more" — to create greater daily profits on all locations!

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104 Golden Gate Ave. . . . San Francisco 100 Elliott Ave. West . . . Seattle, Wash. 413 S. W. 13th Ave. . . Portland, Oregon 1517 W. Pico St. . . . Los Angeles, Calif.

20 RECORD SYMPHONOLAS

the class of the moral leper, the blasphemer, the lecher, the outcast. The greatest majority of all coin machine operators are respectable, responsible, hard working business men who enjoy the good will of their neighbors and friendship of their community. Any movement that tends to fix the label of blackguard on every operator-and the use of lecherous records by even an infinitesimal few can have this effectis destroying something big, precious, and impossible to earn back. It is rotten sportsmanship, cheap, mean, unmanly action!

And the worst kind of injustice rendered by the lecherous record is its unfairness to the public at large. An operator may regard himself as bold, liberal, very much man-of-the-world when he indulges in the use of the slimy kind of record. He has always, we'll say, had a love of bawdy humor and can't see why some "sissy" 'reformer" should interfere with his fun. He doesn't realize that when he tells a private story he has picked his audience and received appreciation because he knew his listeners would enjoy that kind of stuff; whereas when he causes a lecherous record to be played in a public location he has given his private filth to a great many people who may not relish it at all but still have to put up with it, at least for one performance.

A customer, or a number of customers, sitting in a tavern when one of these numbers goes on the air just has to sit there and take it. The stuff may offend him, irritate him, or positively roil him, yet he has to sit there and publicly listen to the thing, as if giving his personal approval to the filth. Some people may like to live in the gutter-but not everybody. It's unfair to those people who like to grade up in their taste to punish them with something of which they are in no way guilty. This is the worst kind of narrowness, prejudice, reform. We condemn the prohibitionist because he wants to take away from us something we like. Far worse than the prohibitionist is the reprobate who tries to make us take something we don't wan!

MACHINE

REVIEW

Lecherous records—the biggest threat that faces the great phonograph business today! It isn't hard to define what a lecherous record is. A lecherous record is one you wouldn't want your fifteen-year-old daughter or your ten-year-old son to hear. Those men are hypocrites who are so thoughtful about their own young sons and daughters and then boldly step out to smear someone else's cons and daughters with their leprous 'entertainment.

The respectable operator who doesn't do something about this menace is in danger of being ensnared in it sooner or later. It won't clear up all by itself. Let's understand once and for all that operators of lecherous records are bum sports, destroyers of other men's reputations, grasshoppers lacking in ordinary prudence and selfishness. They're unfair to everybody in the business and to themselves worst of all!

VOCALION

Tops Your "Must" List!

Oldies

make money today for operators.

BRUNSWICK

ANSON WEEKS (0) 7330

I'M A SPECIALIST (FT)

THE ANIMAL TRAINER (FT)

A knockout comedy novelty. Frankie Saputo does the vocals all the way through. First sketch is a take-off on Chic Sale's immortal masterpiece "The Specialist." Second side is equally as good. Ace material where it's quiet enough to enjoy sing novelties.

WALTER O'KEEFE (V) 7336

THE BEARDED LADY

ALWAYS A BRIDESMAID

Here are the numbers that brought Walter O'Keefe up among the topnotch radio entertainers of today. The Broadway Hill Billy has

Poem Hits

smutty disc users.

MINNEAPOLIS. - So much is heard these days about the ill-advised use of smutty records—a practise which most men realize can be the one thing capable of doing more harm to the phonograph industry than any other practise that J. D. Leary of Automatic Sales Wurlitzer operator, couldn't help but be interested in a poem which he ran across in an insurance trade journal

It seems to hit the spot, and it is probable that if more people realized that their character is also reflected by the records they play on the phonograph, they would hesitate to put out good money for bad records. Here is the poem:

WHAT YOU ARE

You tell what you are by the friends you seek.

By the very manner in which you speak,

By the way you employ your leisure time,

By the use you make of the dollar and dime.

You tell what you are by the things you wear,

By the spirit in which your burdens you bear,

By the kind of things at which you laugh,

the records you play on the phonograph.

You tell what you are by the way you walk,

By the things of which you delight to talk.

By the manner in which you bear defeat,

By so simple a thing as how you eat.

By the books you choose from a well-filled shelf.

these ways, and more, you tell on yourself.

So there's really no particle of sense In an effort to keep up false pretense.

"Did he make you promise on your word of honor?"

'No-just on my word."

two outstanding comedy numbers to his credit on this disc. These numbers are great for taverns, cocktail lounges, etc. Time won't hurt either ditty.

BOSWELL SISTERS (V) 6951
THE LONESOME ROAD GOIN' HOME

This is another of the great numbers recorded in years past by the Boswells. Taken from "Show Boat" the first tune will live for years and years to come. Perfectly done. Second side is a semi-spiritual and exceedingly well done also.

**BING CROSBY (V) 6663, 6696

Second side is a semi-spiritual and exceedingly well done also.

BING CROSBY (V) 6663, 6696

HOME ON THE RANGE

THE LAST ROUND-UP

OUR BIG LOVE SCENE

WE'RE A COUPLE OF SOLDIERS

The first disc, in our estimation, is the finest
Crosby has made to date. He really works on both numbers and both numbers are standard tunes if there ever was one. Second disc is light but very interesting. Should click big.

IIMMIE GRIER O) 7308

THE OBJECT OF MY AFFECTION

(FT)

(FT)
SOMEBODY'S BIRTHDAY (FT)
Remember Pinky Tomlin? Here he is on
the A side singing the number that brought
him his brief fame. Good. Second tune usually
will gather up a fair amount of change in

will gather up a ran amount almost any spot.

ANDY KIRK (O) 4694

MESS-A-STOMP (FT)

BLUE CLARINET STOMP

Two hot numbers especially good for colored spots. Lots of torrid trumpet and clarinet

VOCALION

RHYTHM WRECKERS (O) 3341
SHE'LL BE COMIN' 'ROUND THE MOUNTAIN (FT)
SUGAR BLUES (FT)
Here's a bang-up natural for the automatics. First side features the vocal trio with a lot of good lyrics and swell accompaniment Second side is the sensationally always popular "Sugar Blues" played plenty hot with some great muted trumpet. Very good.

THE CHUCK WAGON GANG (HB) 3434
TAKE ME BACK TO RENFRO
VALLEY
SUNNY SOUTH BY THE SEA
Singing with guitar and mandolin. Close harmony, mixed voices. The old time numbers featured have that certain something that makes them prime favorites among old time record fans. Very fine. A bit of warbling on the second side.

teatured have that certain something that makes them prime favorites among old time record fams. Very fine. A bit of warbling on the second side.

ROY NEWMAN (HB) 3272

SHINE ON, HARVEST MOON ROCK-A-BYE MOON
Old time playing and singing with Roy Newman and his Boys. Renditions are very well done. First is an old standard tune that will always collect the coin. Second number is a waltz done in the old time style. Good.

MILDRED BAILEY (O) 3378

MORE THAN YOU KNOW (FT)
'LONG ABOUT MIDNIGHT (FT)
Two numbers especially adapted to the particular style of Miss Bailey. In the orchestra are such well known names as Teddy Wilson and Art Shaw. A great dance disc with vocals featured. Good any time, anywhere.

BOB WILLS' TEXAS PLAYBOYS (N)

3264, 3206, 3344

I CAN'T GIVE YOU ANYTHING BUT LOVE
NEVER NO MORE BLUES
I AIN'T GOT NOBODY AND
NORODY CARES FOR ME
WHO WALKS IN WHEN I WALK OUT BASIN STREET BLUES
RED HOT GAL OF MINE
In true showmanship fashion Wills makes it a point to include one standard popular tune on each of his discs. Hot dance stuff with singing. Mixed instrumentals, vocals, and what not. Never the less these platters will attract a wealth of coins.

PHIL HARRIS (O) 3430

NOBODY (FT)
JELLY BEAN (FT)
Phil Harris is famous for his interpretations of novel song numbers and these two are his best. His band backs up on both. They're worthy of use on every phonograph you've got for they combine the novel type of material with danceable numbers. Really fine.

"There's something about a man with

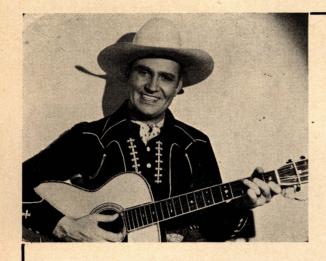
"There's something about a man with past that's intriguing!

Yeah—unless you gave him the past!

MELOTONE

Ace of the Hit Parade!





GENE AUTREY

REPUBLIC PICTURES' SINGING STAR

and Exclusive

Melotone Record Artist

Gene Autrey's fan mail places him as Screen Star No. 1, as well as Public Cowboy No. 1. Cash in on Gene's popularity through his records listed below.

71260	{ Old Buckaroo Goodbye { Rhythm of the Range	71261	{ It's Roundup Time In Reno { In the Land of Zulu
71058	The One Rose (That's Left in My Heart) I Hate To Say Goodbye To the Prairie	351010	Angel Boy Dear Old Western Skies
		70151	Guns and Guitars Red River Lullaby
70853	With a Song In My HeartWhen the Golden Leaves Are Falling	13354	Ole Faithful Some Day in Wyomin'
70573	That's Why I'm Nobody's Darling The Convict's Dream	60258	Ridin' the Range The End of the Trail
70554	{ I'll Go Riding Down That Texas Trail My Old Saddle Pal	51253	Silver Haired Mother of Mine The Old Covered Wagon
60452	§ Nobody's Darling But Mine § Don't Waste Your Tears On Me	13316	Texas Plains Hold On, Little Dogies, Hold On
60851	The Answer To Nobody's Darling Answer To Red River Valley	13034	Seautiful Texas There's a Little Old Lady Waiting
		12931	A Hill Billy Wedding in June Gosh! I Miss You All the Time
60559	{ Mexicali Rose You're the Only Star (In My Blue Heaven)	13315	{ Tumbling Tumbleweeds } Old Missouri Moon

AMERICAN RECORD CORPORATION

of California

1206 Maple Avenue LOS ANGELES

24 West Connecticut SEATTLE 355 Ninth Street SAN FRANCISCO

R. A. Howe, Sales Representative HONOLULU, T. H.



May all the joys

of the Christmas season be yours . . . our joy comes through the knowledge that during the past year we have played a part in making your business better, your homes happier. Our Christmas gift to you is the promise that during the coming year we shall continue to serve you as faithfully and as well as we know how.

W. E. SIMMONS
California District Manager for the
RUDOLPH WURLITZER COMPANY

Hollywood

Oakland





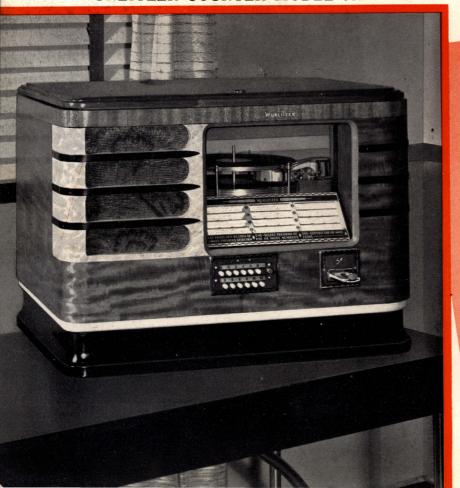
WYUSSUSSIDE TO STATE OF THE REAL AT LEAST 100,000 LOCATIONS IN AMERICA TODAY THAT WANT A WIRLITZED TOTAL TO

THERE ARE AT LEAST 100,000 LOCATIONS IN AMERICA TODAY THAT WANT A WURLITZER AUTOMATIC PHONOGRAPH BUT WHO HAVE NOT INSTALLED ONE TO DATE FOR ONE OF TWO REASONS. THEY HAVE LACKED SPACE ENOUGH FOR ONE OF THE LARGER MODELS—OR—A WURLITZER OPERATOR HAS BEEN RELUCTANT TO INSTALL THE LARGER MODEL BECAUSE OF A BELIEF THAT ITS EARNINGS MIGHT NOT JUSTIFY THE INVESTMENT IN SUCH A SMALL LOCATION.

NOW WURLITZER HAS SOLVED BOTH PROB-LEMS BY INTRODUCING TWO SENSATIONAL SPACE SAVING WURLITZER AUTO-MATIC PHONOGRAPHS.

THE COUNTER MODEL 51 FOR TABLE OR COUNTER USE—THE CONSOLE MODEL 50—A FLOOR MODEL THAT OCCUPIES LESS FLOOR SPACE. EACH AT A PRICE THAT MAKES AUTOMATIC PHONOGRAPH OPERATION PROFITABLE IN SMALL PLACES OF BUSINESS.

WURLITZER COUNTER MODEL 51



These sensational new Wurlitzer models squarely answer the problem of profitable automatic phonograph operation in any small location.

Has the location no available floor space.

Has the location no available Roca of at all? A cinch for the Counter Model!

Does the location provide only limited floor space? A natural for the Console

Model!

Is it a location comprising bar, restaurant and lounge? Then install either one of these smaller models along with a 616A.

And, don't overlook the location with small but constant patronage that will provide an income in keeping with the limited investment needed to buy one of these large Models.

Start cashing in on these amazing new money-makers now. They'll enable you to multiply your locations many fold operate profitably in locations you not even consider before—to increase your 1938 earnings to the highest levels in your history. Mail the coupon for complete details now!

Wurlitzer BUILT THE

COUNTER and CONSOLE MODELS
expressly for these types of
LOCATIONS

- Small Bars
- Lunch Cars
- Roadside Stands
- City Hamburger Stands
- Airport Waiting Rooms or Restaurants
- Barbecue Stands
- Bus Terminal Waiting Rooms
- Boarding School Recreation Rooms
- Clubs and Associations Bars Recreation Rooms or Restaurants
- College Recreation Rooms
- Community Recreation Rooms
- Cigar Stores
- Drug Store Soda Fountains
- Refreshment Stands—Fairs and Expositions
- Garage Waiting Rooms
- Small Grills
- Public Gymnasiums
- Public Natatoriums
- Small Excursion Boats
- Industrial Recreation Rooms
- Industrial Restaurants or Cafeterias
- Lodge Room Bars

and

any location that has both Bar and Restaurant or Lounge where, because of its large size, a second phonograph along with a Wurlitzer 616A, would be practical.

SPECIFICATIONS

COUNTER MODEL 51

Height 20", Width 27½", Depth 18½", Weight 120 lbs. Speaker 8" Dust Proofed, Dynamic—Amplifier, Model 741, four tubes, 1 type 79, 1 type 80, 2 type 41; Output 7 watts—Volume Control: Keytype level, compensated—Pickup Magnetic—Total Instrument Wattage, 110—Tone Control, 3 step: low, medium, high. Plays 12 records. Cabinet of figured African Mahogany matched veneers with Acacia Burl inlays and ebonized bands. Record Compartment Back, variegated colors on fluted background. Ebonized Baseboard.

CONSOLE MODEL 50

Height 47½" with caster. Width 23¼", Depth 17¾", Weight 165 lbs. Amplifier Model 752, 5 tubes, one type 76, one type 6A6, two type 2A3, one type 80. Output 12 watts. Speaker 10" Dust Proofed Dynamic. Volume Control: Keytype, level compensated. Total Instrument Wattage, 165 watts—Pickup, Magnetic. Tone Control, 3 step: low, medium, high on amplifier. Plays 12 records. Cabinet, figured African Mahogany matched veneers. Record Compartment Back, variegated colors on fluted background. Ebonized Baseboard. Grille, handsomely carved and brilliantly lighted with three bars of "Lucite".



WURLITZER CONSOLE MODEL 50

Cash in on this Double Profit Opportunity MAIL THE COUPON TODAY

THE RUDOLPH WURLITZER COMPANY, Dept. J10
North Tongwanda, New York

Send me full facts about your amazing new Wurlitzer Automatic Phonographs Models 50 and 51 without obligation. I am particularly interested in

particularly intereste	ed in	jation. Tam
Counter Model	Console Model	Both 🗌
Name		
Address		
City		

WURLITZER 616 A

The Most Successful Automatic Phonograph Ever Built

From the day it was announced to music operators, the WURLITZER Model 616 A has proved the greatest money-making instrument in the history of automatic music.

In larger locations such as hotels, taverns, restaurants, billiard rooms, ice cream parlors, bars, steamships, bowling alleys, pavilions, drug stores, confectionary stores and any location with the floor space to accommodate it, the 616 A has won the crowds!

The brilliantly illuminated grille of the Wurlitzer 616 A featuring colorful bars of "Lucite" sets new standards for eye appeal. Its marvelous ability to reproduce music with breath-taking realism gives it play appeal never before approached by any automatic phonograph.

In locations with the necessary floor space, the Wurlitzer 616A continues to prove the most desirable and profitable instrument to operate.

No automatic phonograph of any size, style, make or model on the market today can compete with the Wurlitzer 616A for brilliance, for beauty, for performance, or for sheer ability to get and hold the big paying locations.

THE RUDOLPH WURLITZER COMPANY

NORTH TONAWANDA, NEW YORK Canadian Factory:
RCA-Victor Co., Ltd., Montreal, Quebec, Canada







RLITZER

AUTOMATIC PHONOGRAPHS

Get and Hold the Best Locations

California Music **Operators' Association** Fresno Division

President — FLOYD KNUDSON; Vice-president — ARTHUR C. WOODWARD; Secretary—R. A. TALBERT; Treasurer—J. C. DORSER.

This Association is having growing pains; all the musicmen in the region are now affiliated except two, and they should be within a matter of days. They're a bunch of real people, and it's a pity that it could not have happened long ago, so that Fresno and the San Joaquin Valley, the market basket of the United States, might have been put on the map.

With Mrs. Phil Brown as hostess, the Association met in Bakersfield Monday evening, November 22, with no need for roll call, since every member was present. Mrs. Brown proved the perfect hostess, forgetting nothing. There were even venison steaks for dinner for the boys, and other refreshments, of course. In reporting this, though, we warn interested parties that San Joaquin Valley holds all rights to Mrs. Brown, and attempts to beg, borrow or steal her will not be tolerated.

The business session was brief but to the point. Joe Crappa of Madera was admitted to membership. President Knudson assessed the usual number of fines, and, as is the custom, half of the fine money was given the person whose name was drawn out of the hat at the end of the meeting. The dazzling blonde secretary, Ethel Donahue of Fresno was lucky.

Milton Lange of Glendale made one of the finest inspirational talks the boys and girls have had the privilege of hearing. Thanks again, Milt; come hearing. often

Among those present, so far named, were: Mrs. Lange; Mr. and Mrs. Ramsey of Bakersfield; Phil Brown and son Ted; Mr. Dock of Bakersfield; Exeter's Moore and C. A. Tomlinson; Mr. and Mrs. George Young, Selma; L. "Dusty" Miller, Porterville; A. Metzler and son, Fresno; Mike Johnson, Fresno; Mr. and Mrs. Dorfelmier, Fresno; Mmes. Knudson and Talbert; J. P. Knowles and son, Bakersfield.

Snooper's Paradise

Tomlinson and Moore getting razzed for renting the soup and fish with all the trimmings, including the high silk hat and white gloves, and going to the Cocoanut Grove in Los Angeles. Both



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of them, unfortunately, seem to be afflicted with fallen chests, and what a time they had keeping the stiff shirtfronts tucked in; they just kept popping

Mrs. Brown still patiently trying to bring up Husband Phil in the right way, showing him the napkin should not be stuck in at the collar.

A. C. Woodward outfumbling the check

Mr. and Mrs. Dorfelmier paying their fine for coming late to the meetingand paying it with a smile, but only an outward one.

Del Bern trying to swap notes.

George Young asking for more Association work to do. He's a glatton for

Mike Johnson, the pinch hitter, taking any assignment with a smile.

Metzler having trouble with his vest buttons since he added new phonographs to his list.

Dick Talbert claiming there is no justice. There is too much work to do to permit him to break in his new La Salle.

The Knudsons and Dorsers being

seen together whenever there is anything going on.

Clarence McClelland of Rock-Ola ready and anxious to be of any help in promoting the Music Association. Thanks, Mac.

Insurance Benefits

slated to aid Associations.

LOS ANGELES. - Supplying special insurance planning, rating and policies, each "tailor made" to fit the particular needs of each group, the Association and Group Insurance Bureau is offering trade associations, employee groups and unions a number of benefits without cost and generally at a profit to the organization if it is able to use all of the firm's facilities.

Under the plan of group and association insurance the following benefits would be derived: Reduced costs to increased membership, members, greater loyalty to the Association, extension of Association territory, easier collection of dues, better insurance protection, greater efficiency of labor, reduced production costs, better employee-employer relationship.

ATTENTION - Association Secretaries!

Let us prepare a Specially Designed Insurance Program for your Members

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LOS ANGELES, CALIF.

Zeigler Insurance Agency, Inc.



The name is

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The purpose is

TO GIVE YOU BETTER, SPEED-IER AND MORE EFFICIENT SERVICE, MAKE YOUR OPER-ATING LESS STRENUOUS, YOUR PROFITS LARGER.

DECCA DISTRIBUTING CORPORATION is thus pleased to announce the opening of a direct factory branch in the Pacific Northwest under the management of Mr. Frank Allen. Here operators will find complete stocks — demonstrating facilities — a high standard of service — leadership in artist names and profitmaking discs.

DECCA DISTRIBUTING CORPORATION

108 East 17th Street LOS ANGELES 105 Market Street SAN FRANCISCO 3131 Western Avenue SEATTLE

Harris County (Texas) Phonograph Operators' Association

President — W. C. ATKINS; Vice-President — FRED McCLURE; Executive Secretary—W. A. NIEMACKL, P.O. Box 2250. Houston. Phone Fairfax 2648; Treasurer—LESTER HEARN.

By JOHN G. WRIGHT

The regular business meeting of the Harris County Phonograph Operators, held at Ben Milam Hotel Thursday evening, November 17, was marked by two events. These two, the reported collapse of retail sales plan and payment of the first quarterly dividends, proved to a great extent the merit of an effective organization. All elective officers were present but because of bad weather eight regular members were absent. It was the first time that more than one absentee had been noted.

Following the opening formalities, Secretary W. A. Niemackl, gave a detailed report of what has been done about the retail sales problem. The report showed that this problem, a raging storm a few weeks ago, has dwindled to just an annoying whirlwind. Specifically, eighteen of the twenty-five lost locations were reported as recovered and again under the competent charge of regular operators. The remaining seven locations, while actually not desirable, would be mopped up in due time as a matter of principle; a mere detail.

One new member, Harold W. Daily was voted in. Daily, recently elected President of the State Music Associa-

tion, came in as a regular operator and his application was read and voted upon at one and the same meeting, in accordance with the recently amended by-law—"Board of Directors have power to order a vote on applications of membership at the same meeting at which application was read." By-laws formerly provided that applications be read at one meeting and voted upon at next. Two other applications for membership were held over for further consideration.

Operator William Peacock delivered a forceful address condemning the operators who are now working against the association but later expect to join. He was supported by Operators Cruse, Willett, Clancy and Bellin.



The late depression closed every store belonging to the substantial music business built up by 71-year-old B. D. Schaffner of DuBois, Pa., leaving him with hundreds of unsalable items and owing thousands of unobtainable dollars. Providence stepped in and he became a Wurlitzer operator. Now, with every debt paid, he says the music business is only beginning. Secretary Niemackl gave a brief report of the State Music Association which he attended as a delegate of the Harris County organization. It was brought out that the by-laws of the Harris County Association were read and declared almost perfect by visitors from three other states.

An invitation to join the State Association as a body was held for further discussion and will be voted upon at the next meeting.

A motion to request City Council to legislate against outside loud speakers was withdrawn. Instead, a resolution was adopted condemning loud speakers and pledging the support and coperation of the Association in the effort to eliminate such speakers.

In conclusion, Niemackl stated that there had not been one single violation of the non-bumping ordinance; all members are paid up in full; 90 to 95 percent of all phonographs in Houston are in the organization. After dividend checks were distributed, meeting was adjourned until December 2, 1937.

New Victor.

Bluebird distributor in Omaha.

OMAHA. (RC) — November 15 witnessed a change in the setup of Victor and Bluebird record distribution for the Omaha territory, with the Sidles Co. now supplying the needs of the musicmen. John C. Dauble, better known as "Johnnie" over Iowa and Nebraska, has been named manager. Dauble was with RCA Victor Distributing Co., with headquarters at Chicago, for nine years.

The territory assigned to this Omaha company will include all of Nebraska, all of Iowa except the counties touching the Mississippi river, and the southern half of South Dakota. Omaha headquarters will be at 502 South Nineteenth Street.

The Sidles Co. has branch houses at Grand Island, Hastings, Lincoln, Norfolk, North Platte, Nebraska, and Atlantic and Des Moines, Iowa.

Polly: Where do you usually meet your sweetie?

Ann (absently): Half wayl

PHONOGRAPHS

First-Class Condition

WURLITZERS

P-30	\$ 89.50
P-12	99.50
P-400	
312 and 412	139.50
616 and 716	195.00
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MILLS

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Terms: 1/3 Deposit — Bal. C.O.D.

ORGAN SUPPLY CORP.
P. O. Box 999 - - - Erie, Pa.

Only Records Suitable for Automatic Phonograph Use Are Reviewed in These Columns CODE TO SYMBOLS: O—ORCHESTRA; HB—HILLBILLY; V—VOCAL; N—NOVELTY; R—RACE

BRUNSWICK

BRUNSWICK

JOHNNY MERCER (O) 7988

BOB WHITE (Watcha Gonna Swing Tonight?) (FT)

JAMBOREE JONES (FT)

Right up the swing fans alley. Here is a genuine hit for almost any phono dance spot. Mercer does the vocals along with his Six Hits and a Miss helping out. Very, very good.

HORACE HEIDT (O) 8003

VIENI, VIENI (FT)

Heidt makes a production number out of the first with the girls, boys and everybody going to town. Coupled with a sweet foxfroi this disc is, very good.

Heidt makes a production number out of the first with the girls, boys and everybody going to town. Coupled with a sweet foxtrot this disc is very good.

DURE ELLINGTON (O) 8004

CRESCENDO IN BLUE

DIMINUENDO IN BLUE

First of a series of new selections by Ellington. "Diminuendo" begins fortissimo with intricate contrapuntal rhythms played against a Dixieland instrumentation. The orchestral tone recedes to the end which is taken as a piano solo by Ellington. On "Crescendo" the theme is varied further by employing clarinets in low register, elevating the pitch of the reeds and uncovering the muted brass for a finale which is a robust rhythmic concoction played double fortissimo. Interesting.

JAN GARBER (O) 8006

HERE AM I (FT)

THREE LITTLE WORDS (FT)

Hits from past picture hits. First hails from "Sweet Adeline" and the second was ripped from Amos and Andy's "Check and Double Check." Sweet and beautiful and certainly sure to pull plays.

RUSS MORGAN (O) 8009

FAREWELL MY LOVE (FT)

TRUE CONFESSION (FT)

Sweet and lovely foxtrots. They say confession is good for the soul and we say this disc is a dandy for your dance spots.

JOHNNY MERCER (O) 8001

LAST NIGHT ON THE BACK
PORCH (FT)

MURDER OF J. B. MARKHAM (FT)

Yes, you've heard the first number years ago. But you wouldn't know it when Johnny Mercer gives it a modern goin' over. Mercer and the Six Hits and a Miss really go to town on new lyrics. Second side is a vocal production number with vocals all the way through. Good.

HORACE HEIDT (O) 8013

MAMA, THAT MOON IS HERE

tion number with vocals all the way through.

Good.

HORACE HEIDT (O) 8013

MAMA, THAT MOON IS HERE
AGAIN (FT)

SWEET SOMEONE (FT)

From "Big Broadcast of 1938" comes the first and out of "Love and Hisses" we get the second. The band that brought a waiting world sweet swing does a masterful job on these two clever numbers. King Sisters and Charles Goodwin vocalize. Very, very nice.

RUSS MORGAN (O) 8014

I WANNA BE IN WINCHELL'S
COLUMN (FT)

BROADWAY'S GONE HAWAII (FT)

More "Love and Hisses" tunes. This Bernie and Winchell picture is bound to catch on and go over big as it is star studded with some of the finest numbers the song team of Gordon and Revel have turned out. Here is an ideal foxtrot pair sweetly recorded.

TEDDY WILSON (O) 8015

NICE WORK IF YOU CAN GET IT (FT)

THINGS ARE LOOKING UP (FT)

For the Teddy Wilson and Billie Holiday spots here is a natural. It brings to wax some exceptionally fine work by the Wilson combo. and vocalizing of Miss Holiday.

BLUEBIRD

FRANKIE REYNOLDS-BOOTS & HIS BUDDIES (O) 7241
OH LADY BE GOOD (FT)
AIN'T MISBEHAVIN' (FT)
Victor calls this a popular request disc. Anyway it brings to life a couple of yesterday's hits with two good bands banging forth on new arrangements. Good dance material and it'll call tool it'll sell

old Timer's Orchestra 7246
DOWN BY THE OLD MILL
STREAM (Waltz)

BRUNSWICK

Every Artist an ARTIST!

LET ME CALL YOU SWEETHEART (Waltz)

If you haven't started on the numbers re-corded by the Old Timer's Orchestra you've missed out on something really made-to-order for the automatics. This aggregation bring to wax some of our finest old numbers and rec-ord 7246 is a good sample of their work. Mar-

velous.

ART KASSEL (O) 7255, 7257

ROSALIE (FT)
THRILL OF A LIFETIME (FT)
THERE'S A GOLD MINE IN THE
SKY (FT)
BLUE SWEETHEART (FT)
Sweet and danceable foxtrots. First two hail
from motion pictures. Kassel has a very fine
orchestra and his recordings are exceptionally good.

OZZIE NELSON (O) 7256
ONCE IN A WHILE (FT)
QUEEN ISABELLA (FT)
First is the hit of hits that seems to be climbing in popularity daily. Harriet Hilliard sings. Second is an instrumental considerably faster and much jazzier. Very good disc.

VERNON GEYER (Organ) 7259
SWEET JENNIE LEE (FT)
'DEED I DO (FT)
Geyer continues merrily on his way to the top as the ace swing organist on the new Hammond electric organ. Old tunes, nicely swung. Real operatic disc.

OZZIE NELSON (O) 7267, 7268
SWEET SOMEONE (FT)
I WANT TO BE IN WINCHELL'S
COLUMN (FT)
SUBWAY (FT)
GOBLIN BAND (FT)

From Winchell's picture "Love and Hisses"
Ozzie brings to Bluebird two of it's best numbers. Nelson sings the vocals. Neatly done.
Second disc offers two hot tunes with interesting and unusual arrangements.

OLD TIMER'S ORCHESTRA 7270
MY WILD IRISH ROSE (Waltz)
WHEN IRISH EYES ARE
SMILING (Waltz)
An Irish waltz gem by the supreme authorities on old time numbers. Beautifully recorded and worthy of any phonograph's top spot in any location. Highly recommended.
TUNE WRANGLERS (N) 7272
IT AIN'T GONNA RAIN NO MORE (FT)
LEAVE ME WITH A SMILE (FT)
Fast and robust hillbilly treatment brings new life to these two old timers. The Wranglers spice them up a bit, add some new lyrics and put them over in A-1 fashion. Good for novelty and old time music spots.

FERDINANDO-HALL (O) 7279
WINTER WONDERLAND (FT)
SANTA CLAUS IS COMIN' TO
TOWN (FT)
On the first side Angelo Ferdinando and his Hotel Great Northern orchestra give forth on a nice arrangement of "Winter Wonderland" and on the reverse George Hall and his Hotel Taft ork. give out a popular Christmas ditty of the past few years. Nice to use at this time of the year. Should pay for itself and show a nice margin of profit. Good.

DECCA

CHARLIE KUNZ (Pigno) 1491
SOME OF THESE DAYS, WITH A SONG
IN MY HEART, NIGHT AND DAY (FT)
IF YOU COULD CARE FOR ME, KISS
ME AGAIN, BITTER SWEET WALTZ (FT)

Straight piano numbers that should click in the bar spots. Kunz plays straight conven-tional piano and his playing is easy to sing

with.

CHARLES PREVIN (0) 1490

THE BLUE DANUBE (Waltz)

OVER THE WAVES (Waltz)

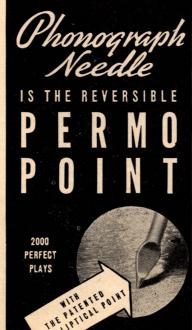
Beautifully done old favorites that will live for years. This disc will be standard for years and years and every operator should have a goodly quantity always on hand and in his machines. Recommended highly.

MELOTONE

Ace of the Hit Parade!

COIN MACHINE REVIEW

HE ONLY LONG LI



The ONLY Needle used and recommended by EVERY automatic phonograph manufacturer

The ONLY Needle recommended and sold by EVERY record distributing company

The ONLY Needle with the Patented Elliptical Point . . .

The ONLY Needle with the Reversible feature — making it 2 points in 1 . . .

The ONLY Needle for EVERY **Phonograph Operator!**

PERMO PRODUCTS Corporation

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CHICAGO, ILLINOIS

HIT TUNES BY HIT BANDS

GUY LOMBARDO
Victor 25709—SWEET SOMEONE
I WANT TO BE IN WINCHELL'S
COLUMN

BENNY GOODMAN
-LOCH LOMOND
CAMEL'S HOP

Victor 25717-

ART KASSEL

Bluebird 7255—ROSALINE THRILL OF A LIFETIME

OZZIE NELSON

ONCE IN A WHILE QUEEN ISABELLA Bluebird 7256-



LEO J. MEYBERG CO.

LOS ANGELES . . . 2027 South Figueroa SAN FRANCISCO 70 Tenth Street

PARADISE ISLAND TRIO (N) 1492
MY ISLE OF GOLDEN DREAMS (Waltz)
DROWSY WATERS (Waltz)
Here is a unique combination . . . a Hawaiian trio and a massive organ collaborating together on two numbers that will make "take" history. Finest recording of Hawaiian numbers we've heard for many a moon. Sweet, slow, interesting and exceptionally expressive of the easy and well regulated evenness of the Islands. Very, very good!

the listands. Very, very good!

LOUIS ARMSTRONG-MILLS BROS. (V) 1495
IN THE SHADE OF THE OLD APPLE
TREE
SINCE WE FELL OUT OF LOVE
Once again the Mills Boys join hands with
Louie Armstrong and the result is highly
pleasing. Novel and interesting. Swell for ops.
FREDDIE FISHER (O) 1501
WHEN MY BABY SMILES AT ME (FT)
NOBODY'S GOT THE BLUES BUT
ME (FT)
You've heard Ted Lewis do this number on
Columbia. Here is a new and terrifically torrid rendition of the same dittie. Lots of snappy
jazz breaks. Fisher's band is coming to the
front as one of the finest novelty bands on
records. Second tune is equally as good.
Don't miss this 'un.

LANI McINTIRE (Hawaiian) 1516

Peccras. Second rune is equally as good. Don't miss this 'un.

LANI McINTIRE (Hawaiian) 1516
LA CUMPARSITA (Tango)
LA ROSITA (Tango)
Until you have heard McIntire play these numbers you've never heard the true, coloriul, melodious and rhythmic tango as it should be played. A natural for operators. A record that will live for years and years.

HARRY ROY (O) 1507
BUGLE CALL RAG, 12TH ST. RAG, TIGER RAG (FT)
SOMEBODY STOLE MY GAL, NOBODY'S SWEETHEART, CHINATOWN, MY CHINATOWN (FT)
Here is another of Harry Roy's famous foxtrot medleys. These records have proven very popular with the automatic patrons. Six old standard tunes hereon, and well recorded. Should click big.

Should click big.

JIMMY DORSEY (O) 1508

I GOT RHYTHM (FT)
FLIGHT OF THE BUMBLE BEE (FT)
First is a swing version, overly swung, of Ira and George Gershwin's supreme effort of a few years back. Second side brings forth Jack Benny's competish. . . . Jimmy Dorsey on

the saxophone blowing out 20 notes a second on the closing 20 bars. Lots of folks will in-vest the twentieth part of a dollar to hear this unique feat performed. Good.

vest the twentern part of a dollar to hear this unique feat performed. Good.

JOE DANIELS (O) 1510

MAMA INEZ (Rhumba)

WABASH BLUES (FT)

"Drumnastics" Daniels really does his stuff on this English recording. Tunes are right up his majesty's alley. Nifty.

DICK ROBERTSON (O) 1512

IN A SHANTY IN OLD SHANTY

TOWN (FT)

I WONDER WHO'S KISSING HER

NOW (Waltz)

Two naturals from the hit library of yesteryear. These discs bear a definite commercial touch and it's up to the smart op. to get these into the stack. They'll bring in the coin if given a chance. given a chance.

BING CROSBY (V) 1518
WHEN YOU DREAM ABOUT HAWAII
SAIL ALONG SILVERY MOON
Two exceptionally fine vocals with Lami McIntire and his Hawaiians backing up. This is
Crosby's first Hawaiian number since
Leilani" and while it probably won't be as
sensational a seller never-the-less it is equally as beautiful

MAL HALLETT (O) 1522
WHEN THE ORGAN PLAYED O'
PROMISE ME (FT)
SAILING HOME (FT)
Swellegant dance tunes with vocal choruses.
Nice arrangements. Easy to listen and dance

TEDDY GRACE (V) 1524
TEARS IN MY HEART
GOOD-BYE JONAH
Sweet and lovely on the first side and downright swingy and hot on the second side. Miss Grace's voice records beautifully and this disc should draw in the coin.

HARRY OWENS (O) 1528
THE ONI ONI (The Wiggle) Hula AN ISLAND MELODY (FT)
An odd coupling. First side is a hula with a predominance of vocal work by the quartet. Interesting. Second side is a typical Hawaiian foxtrot. Good.

MELOTONE

CHICK BULLOCK (O) 71207
YOU MADE ME LOVE YOU (I
Didn't Want To Do It) (FT)
OH WHAT A PAL WAS MARY (FT)
New recording of two old timers. In modern
dress they should excite attention. Chick Bullock vocalizes throughout.

dress they should excite attention. Chick Bullock vocalizes throughout.

VINCENT LOPEZ (O) 71209

ROSALIE (FT)

WHO KNOWS? (FT)

Two Cole Porter foxtrots from the production "Rosalie." No deviations from the ordinary although Lopez succeeds in packing a lot of swell music onto the wax.

GENE KARDOS (O) 71211

BOB WHITE (FT)

WHEN THE ORGAN PLAYED

O' PROMISE ME (FT)

A pair of current raves nicely recorded. A femme vocalist does second rate work on the lyrics of the first. Orchestrations are good. Band does a nice job playing them.

GENE AUTRY (V) 71260

OLD BUCKAROOS GOODBYE
RHYTHM ON THE RANGE
IT'S ROUNDUP TIME IN RENO
IN THE LAND OF ZULU

At last Gene breaks through with his own String Band and really good it is too. First tune is from "Public Cowboy No. 1" featuring Autry and the title of the flikker properly de-

COLUMBIA

Gem of Them All!

Scribes the singer for in a very short time Autry has won his way into the hearts and souls of countless thousands. His renditions and interpretations of true western cowbov numbers are not to be equalled. His original number "It's Roundup Time in Reno" is his contribution to the Republic picture "Manhattam Merry-Go-Round." There's a ready made audience waiting for these numbers in every section of the country. Very good.

VICTOR

WHEN THE ORGAN PLAYED "OH PROMISE ME" (FT)
TEN PRETTY GIRLS (FT)
In the usual Lombardo style these two numbers hit the wax as sweet and beautiful as it is possible to record them. Outside of the mechanical end of the business these two numbers are really tops. First ditty has proven its worth. Second tune, hailing from dear old England, shows promises. A good disc to risk a few pennies on.

England, shows promises. A good disc to risk a few pennies on.

SWEET SOMEONE (FT)

I WANT TO BE IN WINCHELL'S

COLUMN (FT)

These two hail from the new Winchell-Bernie picture "Love and Hisses." Written by Gordon and Revel you couldn't ask for a better dance double in sweet, sophisticated rhythm. Carmen sings.

BENNY GOODMAN (O) 25708

I'VE HITCHED MY WAGON TO

A STAR (FT)

LET THAT BE A LESSON TO YOU (FT)
A pair of promising tunes from the First National film "Hollywood Hotel." First is played at a medium slow swing tempo while the second picks up a little and produces a marvelous bit of trumpet get-off by Harry James.

Good.

EMILIO CACERES TRIO (N) 25710

lous bit of trumpet get-off by Harry James.

Good.

EMILIO CACERES TRIO (N) 25710

I GOT RHYTHM (FT)

HUMORESQUE IN SWING TIME (FT)

A novel combination with new ideas as to chamber music in swing. Violin, guitar and clarinet comprise the trio. Very good.

LARRY CLINTON (O) 25707

ABBA DABBA (FT)

THE CAMPBELLS ARE SWINGIN' (FT)

Clinton dishes up some original Arabian swing music and combines it with his own version of "The Campbells." Splendid examples of modern swing numbers. Arrangements are solid and hotsy to dance to.

BENNY GOODMAN (O) 25711

CAN'T TEACH MY OLD HEART

NEW TRICKS (FT)

SILHOUETTED IN THE

MOONLIGHT (FT)

Johnny Mercer's numbers get an excursion in interpretations when Goodman and his good (?) men let loose on them. Slow blues tempo. If you've Goodman spots this one should please.

"FATS" WALLER (O) 25712

"FATS" WALLER (O) 25712

WHAT WILL I DO IN THE
MORNING? (FT)
HOW YA BABY? (FT)
Lots of question marks in the titles but this
is not a questionable record. Thomas "Fats"
Waller collaborated on these numbers and
most certainly the colored gentleman can write
stuff that fits his style. Nut sed. This disc is
superb. Lend vour ears. "Fats" piano choruses on both sides are terrific.

PHONOGRAPH OPERATORS

The 1937

Velvetone

2000-PLAY NEEDLE is now the peer of them all.

IT'S DIFFERENT!

1229 PARK ROW BLDG.

NEW YORK CITY

GUY LOMBARDO (O) 25713

HOW MANY RHYMES CAN YOU
GET? (FT)
FAREWELL MY LOVE (FT)
Here is a new novelty tune that features the
trio in a vocal explanation of a new craze that
has lately taken on in certain circles. Rightly
done. Second side is a sweet melody selection with Carmen singing the vocals. A double
with plenty on the ball.

VOCALION
MAXINE SULLIVAN (V) 3848

MAXINE SULLIVAN (V) 3848
EASY TO LOVE
NICE WORK IF YOU CAN GET IT
With a sweet and haunting voice Miss Sulvan records two of our currently popular foxots. Very well done.

With a sweet and nauhing voice which callivan records two of our currently popular foxtrots. Very well done.

SAMMY KAYE (O) 3849

SWING IS HERE TO SWAY (FT)

THE DIPSY DOODLE (FT)

There is no doubt but what this chap has built up quite a following throughout the country. This is one of his finest discs in weeks and should please in almost any dance spot.

FLETCHER HENDERSON (O) 3850

IF IT'S THE LAST THING I DO (FT)
YOU'RE IN LOVE WITH LOVE (FT)
Here is a new Fletcher Henderson. Sweet,
smooth, lovely to listen and dance to. Arrangements are tops. Straight, conventional
fortrots

toxtrots.

CRYSTAL SPRINGS RAMBLERS (HB) 3856

DOWN IN ARKANSAS

SWINGIN' AND TRUCKIN'

Hot string band and singing. First is an old time favorite with a fast and catching set of lyrics that make it a prime attraction. Coupling is frily good.

rics that make it a prime attraction. Coupling stairly good.

BERNIE CUMMINS (O) 3851

EVERYTHING YOU SAID CAME TRUE (FT)

I TOLD SANTA CLAUS TO BRING ME YOU (FT)

Timely. Both are passable foxtrot recordings.

Timely. Both are pussable to the state of th

WHO? (FT)
HURLY BURLY (FT)
Ace Harris and his Sunset Royal Orchestra give a new slant to the old favorite from "Sunny." With a vocal chorus backing up, the vocals on "Who" are unusual and certainly novel. Second is an instrumental potpourri of queer noises. Good.

"Ah, my darling, you are like a beautiful rose!

"Yeah? Well, just don't try plucking

Male Voice on Phone: Guess who this is.

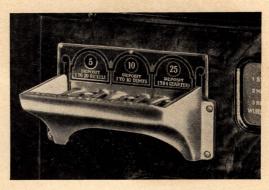
Female Voice on Phone: Make a noise like a kiss!

A POSITIVE CURE for PENNY TROUBLES

No More Broken and Bent Quarter Chutes

No More 5 Plays for 1 Cent

No More Cash Boxes Loaded with Pennies



COIN CHUTE GUARD

is the answer. Here is a proven accessory for your Wurlitzer and Rock-Ola front chute phonographs. Attractive, simple, and easy to install the Coin Chute Guard positively stops penny troubles by making it impossible to jam chutes in. Stops smashed chutes, damaged machines and wholesale cheating. Adds to in. Stops smashed chutes, damaged machines and properties of slides appearance of front. Does not interfere with easy operation of slides appearance of front. Does not interfere with easy operation of slides \$1.50 on right coins. Order one today for each of your phonographs. Only EACH

NOVELTY SUPPLY CO. 1435 W. PICO ST. (Charles Washburn Percy Shields) LOS ANGELES, CALIF.

JOBBERS AND LARGE OPERATORS WRITE FOR QUANTITY DISCOUNTS

Phonograph Operators Of Eastern Pennsylvania and New Jersey

President — FRANK ENGEL; Vice-President — FRANK VISCIDI; Treasurer — MORRIS MAR-GOLIS; Secretary — MAURICE FINKEL; Business Manager — FRANK HAMMOND, Offices ness Manager — FRANK HAMMO 2013 Market Street, Philadelphia.

By HARRY BORTNICK

The end of the year finds the Association with its membership tripled, as compared to this time last year. Newly installed in quarters at 2013 Market Street, and headed by its own business manager, Frank Hammond, who devotes his entire time to handling association business and attending organization affairs, the Phonograph Operators of Eastern Pennsylvania and New Jersey have good reason to look back with

NEW YORK, N. Y.

great satisfaction at the past twelve months.

Fully 95 percent of all machines operated in this area now bear the Association label, and the remaining few independent operators have shown signs of realization that the organization does help-its members.

In choosing a man for business manager of the organization the membership desired someone with a knowledge of phonograph operating, and one who knew something of association needs and work as well. Their unanimous selection of Hammond thus met with the greatest approval of every operator and jobber in the district.

Hammond has been connected with phonograph operating both as a manufacturer's representative and an operator. He knew the problems of the operator and had a deep, intimate knowledge of associations formed by various business groups. It was largely through his efforts that the Association was first organized. Mainly in recognition of his hard work in behalf of the organization he was offered the position of business manager. During the short period that he has been acting in his new capacity Hammond has already inaugurated several innovations that have helped the membership.

Outstanding among these is the securing of "spotters" who look for good new locations where members may be able to place their machines. He realized that the haphazard manner in which many operators searched for locations made their finding difficult. No one operator could hire a special man to search solely for new locations, but the organization could, as a whole, and Hammond put the idea over. It has already been proved successful by the fact that whenever an operator has a machine on his floor he calls the Asso-

BRUNSWICK

Every Artist an ARTIST!

24 RECORD SELECTIVE ENTERTAINERS 5 or More, F. O. B .- N. Y. C. **SINGLE \$42.50** Modernized Newly Refinished Cabinets. Latest Amplification. All External Hardware Chrome Plated. Changing 7-Colored Glass Panel, picturing a leading Broadway Orchestra and enticing Torch Singer. GUARANTEED MECHANICALLY . PERFECTLY RECONDITIONED SWEET SIXTEEN A Sweet 16-Record Automatic Phonograph for Only..... 1/3 Deposit, Balance C. O. D. MUSIC AMERICAN **420 TENTH AVE**

MACHINE REVIEW

ciation for a new spot, and usually gets it, either at once or shortly after.

Another idea which Hammond, in collaboration with the members, has utilized successfully is the "pullout" list. Whenever an operator takes his machine from a spot he calls headquarters and tells his reason. Hammond puts the location on his list of "no goods" and when another asks for information on the location he has it ready. In that manner the bad spots are being weeded out.

Since Hammond has started to work for the Association he has begun to work on the idea of a state-wide organization and has already contacted several operators about the mid-western part of the state.

Main discussion at meetings of the organization has been the letter received from the NAPA, National Association of Performing Artists, with Fred Waring as its president, which demanded, under the rights of a recent Pennsylvania Supreme Court decision, to collect a license fee on use of all recordings used for commercial purposes. This extra-license which the NAPA demanded would amount to \$10.00 a year per machine minimum. A similar problem was encountered by Southern California music men early in 1936. The fact that nothing ever came of it lends hope to the men of this Association.

Larry Yanks has been selected to act as the representative of both the Phonograph Operators and the Coin Machine Association in making arrangements for the trip to Chicago. He has promised to take care of all details with regard to railroad and hotel accommodations. Those who plan to attend the Chicago show should get in touch with Larry either at his office or at the meetings.

At the last meeting, the Association went strongly on record against the use of risque and suggestive records. All members promised to halt the use of such records in their locations. A fine is to be assessed any member found violating this rule and using such records. The organization realized that the use of indecent or smutty records besmirches the reputation of the business and turns the public against the operator. In taking a step against suggestive records the membership realizes that their action will meet with public approval. The prestige and standing of phonograph operators will undoubtedly be improved with elimination of this practice.

Asides:

Max Bushwick of the Capital Music Co. is becoming quite an orator. He had his fellow members in stitches at the last meeting while relating the outstanding funny experiences in phonograph oper-To hear him tell it they're all atina. humorous.

Genial Frank Engel and Mike Spector of the Automatic Amusement Co. have been installed in their new office directly across from Association headquarters. Quite a good looking place they have, too, with a large window front and a huge floor space, a double office

COLUMBIA

Gem of Them All!

for the "shots" and an outside one for the assistants.

Take a glimmer at Maurice Finkel's new spot while you're in headquarter's neighborhood; he's just around the corner. He's going to take in a lot of new equipment, too. Take a good general look around the neighborhood and you'll find that Twentieth and Market is assuming the complexion of a Phonograph Operating Market. What with Engel and Spector, Finkel, and Association headquarters within an area of a half-block it looks like the big time.

Wonder who's doing that radio advertising about selling records? Couldn't be Reds Margolis by any chance? Hope he sells plenty of records at his new spot.

Field and Murphy, newcomers to the Association, cover plenty of ground out in the "sticks" and business must be "fair," at least, considering that they bought a new Packard and LaSalle.

Phil Frank comes all the way from Chester to the meetings each week so he won't miss important doings.

Alec Lederer returned from his "Chicago trip" and reported everything running as usual in Chicago. Incidentally, here's a bouquet to Alec for his action in phoning an Association member when the fellow's machine was on the bum. Alec happened to find it and called the man. That's Association spirit plus.

Irv Newman missed a meeting because he had to take the Mrs. out to celebrate a wedding anniversary. Ain't it grand when you're still enough in love to remember wedding dates? And young enough too, we might add. Some

guys try to forget the anniversary because it reminds them how old they are.

Business must be good with Sheppard. He's got a new tan Packard. Lou Sussman lost a good serviceman when his regular man got sick. Now he has to fix machines himself until he can break in a new fellow. Boy, it's tough to see him work.

Newest Review subscribers this month: Ed. Klein and Frank Hammond.



Proof of the hunting is in the kill, and here is Donald I. Coney, head of Detroit's See-Con, with the eight-point buck, bagged on a recent hunting trip.

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

ATLANTA, GA. Polk Musical Supply Co. 29 Pryor St., N. E.

NEWARK, N. J. Krich-Radisco, Inc. 422 Elizabeth Ave.

NEW YORK, N. Y.

Bruno-New York, Inc.

460 West 34th St.

BOSTON, MASS. Eastern Co. 620 Memorial Dr., Cambridge

CHICAGO, ILL. RCA Victor Dist. Corp. . 441 N. Lake Shore Drive

OKLAHOMA CITY, OKLA Hales-Mullaly, Inc. 1-7 N.E. 6th St.

CLEVELAND, O.-The Moock Elec. Supply Co. 2905 Chester Ave.

PHILADELPHIA, PA. Raymond Rosen & Co. 32nd and Walnut Sts.

DALLAS, TEX. Southwestern Music Corp. 1707 Young St.

ST. LOUIS, MO.-Interstate Supply Co. 10th and Walnut Sts.

DENVER, COLO. Hendrie and Bolthoff Mfg. & Sup. 1635 17th St.

WASHINGTON, D. C. Southern Wholesalers, Inc. 1519 "L" St., N.W. 1511 Guilford St., Baltimore, Md.

MILWAUKEE, WIS. Taylor Electric Co. 112 North Broadway

It Pays to Use VICTOR and BLUEBIRD RECORDS



MACHINE

REVIEW





San Francisco

(Continued from Page 40)

The Geo. Leathurby Co. has placed two dozen Seeburg Royales and Rexes this week. Nothing is slow about business in their offices, they say, in spite of the talk about "holding out until after the Show."

From Australia came George Graves to inspect the new Seeburgs. Yes, he put in a big order for Royales and Rexes.

The San Francisco division of the State Music Operators' Association is campaigning for 100 percent state membership with an enthusiasm which surprises even President Tony Compagno. This section is contemplating the covering of the field as far south as San Luis Obispo and as far north as the Oregon line. At present 85 percent of this entire territory is already sewed up for the State, while the North, as far as Sonoma, is 100 percent. "More vigorous efforts are to be concentrated in the southern part of our territory," says Compagno, "but the whole state is certainly backing this organization with a fine spirit."

Smiling Bill Corcoran who has played Santa Claus to so many of the small organizations of music operators, has been seen frequently in the company of a young lady—always the same young lady. Bill didn't seem to put up any fight, so now he's going to marry the gal, sometime next Spring when birds are chirping and flowers are all a-bloom.

Wynne Denton, blonde owner of the Wynne Novelty Co. in San Francisco and Los Angeles, was honeymooning at the Hotel Senator in Sacramento on November 22. This news will come as a cruel blow to the many coinmen who planned on spending their own honeymoon with her, for Wynne was San Francisco's favorite woman operator.

She organized the Wynne Novelty Co. about three years ago in San Francisco, and immediately gained popularity through her vitality and zest for living. The middle of this year she decided that Los Angeles offered greener pastures so moved her equipment down there where she remained in business until her marriage in Reno on November 21 to one Mr. Harris. Harris is associated with Harry Brown, a new operator in Sacramento, and the couple plans to remain there. The COIN MACHINE REVIEW and the friends of the Harrises wish them great happiness.

P. J. Laxague of Cedarville placed a large order for games and phonographs on his recent trip to San Francisco. He reports the operator's life a happy one in Cedarville.

Don Woolsey has been buying phonographs and pin games for his Stockton locations.

St. Louis

(Continued from Page 38)

footloose? Anyway, there is always more or less change of personnel among the local operators. A recent change was made by John Traum when he saw fit to leave McCall's and get employment at Carl Trippe's.

Among recent callers from Illinois were C. C. Hudson, Centralia, and Walker Jeters from Herrin. But no matter where they come from, St. Louis jobbers are always happy to extend the glad

hand, and more regular advertising in the REVIEW would, no doubt, give the dealers opportunity to buttonhole more customers.

Walter Hannum has a string of horseflesh. But he wanted a new car and so he had his horses provide it. The deed was accomplished in Chicago. Unquestionably some of the readers saw Walter ride in the Rodeo held in the Windy City this fall. For two weeks he performed there with his trick horses. Upon second thought, maybe the seats of his old car were getting to be rather uncomfortable, anyway after riding horses for two weeks, so he sort of figured new seats would be very agreeable to the lower extension of the back. That settled the question for him, and he now owns a shiny Pontiac.

The Coin Machine Exchange, a firm of long standing in Springfield, Missouri, has closed its doors. All the games, shop equipment, etc., have been sold. The four trailer loads of equipment were hauled to St. Louis. Carl Trippe bought the whole lot.

Popmatics are taking the country by storm. The demand is by far greater than the firm is ready to supply. Since the day the Popmatic went on the market, production has been speeded up from about 30 per day to well over a 100 per day. To multiply production to the nth degree, almost over night, is impossible, and as it is now, the demand will in due time be supplied more promptly than at first. Production is forging ahead reasonably fast. The cost of current used by the machine may be of interest to those who already operate them and don't care to make a test for themselves. According to the St. Louis rate, the Popmatic uses three cents' worth of electricity if operated one hour continually. That means out of every dollar taken in one cent is the cost of electric current, here in St. Louis.





Kutting the Korners With Karnofsky

Johnny Michael has been installed as new manager for the Seattle branch of Western Distributors. Previously, Lou Wolcher had handled the affairs of the local branch personally, and made two flying trips a month to San Francisco to keep tabs on his California offices. But having installed Michael, Wolcher left for a two-week trip to San Francisco, satisfied that his Seattle interests would be well taken care of by his capable new manager.

Last month we told you about Slim Hulin who was thrown out of work because his new boss in Raymond went into receivership. We predicted that Slim was such a competent mechanic that he would probably have landed a good paying position by the time the next issue of the REVIEW was published. Well, we missed our prediction by two scant days. For no sooner had the Northwest received their copies of the REVIEW than Slim was at work at last Moore's Spekane branch.

Jack Moore's Spokane branch.
Now Mac McFarland, one of Western Distributor's ace mechanics, knows how it feels to become a public hero and to receive the acclaim and the applause of his fellow men, for along about Thanksgiving time Mac became a very popular young man. Coin Row's goodlooking gals took special effort to use their "personality" smiles when Mac was around. Operators, upon whose machines he was working and who previously had demanded rush service, were tolerant and patient and told Mac to take all the time he needed. Everyone, it seemed, went out of their way to be nice to him. The fact that Mac bagged a mess of fine duck the Sunday before Thanksgiving had nothing at all to do with it, they would have you believe. The quiet, calm day that prevailed was bad for duck hunting, but not for a super-hunter and marksman like Mac, (sounds like we've got our eyes on one of those ducks too), who also pulled in a forty-pound (Mac's figure, not ours) salmon. When we asked Mac the size of the fish, he commenced waving his arms wildly about and said, "It's too bad I'm such a little fellow and have such short (Author's note: Mac is six arms." feet tall.)

Bob Walker can thank the editors of the COIN MACHINE REVIEW for bluepencilling part of the writer's comments in the last number, and thus saving him from the merry quips of Coin Row's operators.

We pause now, dear reader, to pay tribute to one of the finest, tenderest, and heart-warming animal-and-man friendships we have yet had the opportunity to observe. The principals are Mitzi, a dog, and "Porky" Jacobs, the Northwest coin machine industry's Number One comedian. For sixteen long years this little dog and "Porky" have been the fastest of fast friends. When "Porky" returns home after a long day of emptying coin boxes, Mitzi leaps around him with such unbounded joy that "Porky" takes the dog in his arms and Mitzi then proceeds to put its paws around the comedian's neck and gives an exhibition of spooning that many humans could learn a lot from. is around the house, Mitzi fol-'Porky" lows his every footstep, and when 'Porky" goes to sleep, Mitzi lies at the end of his bed. So close is their friendship, in fact, that Mrs. Jacobs has at times threatened to sue "Mitzi" for alienation of affections. But all this threatening is all in fun, for Mrs. Jacobs is a tolerant soul and her years of marriage with "Porky" have endowed her with a sense of humor that only the wives of super-comedians can have.

Merle Walker, formerly one of the Northwest's ace game designers, who is now employing his inventive genius for Sulak Mfq. Co. of Seattle, and Miss Marguerite Irene Spencer will ankle alterward sometime in December. The couple were engaged in November.

Coinmen come; coinmen go. Changes are constantly being made, with new environment and different surroundings all around us. So with the new year close at hand and 1937 fast dwindling into completion, we are going to look back and publish a few of the "mosts" and "bests" in the Northwest for 1937.

We'll start off with the pluckiest fellow in the business for the past year: He's Vincent Collins, whose remarkable fight back to health after a near-fatal automobile accident went down in the annals of medical history as one of the most miraculous of the present day.

The coinman with the most winning personality: Budge Wright, now Western Distributor's manager at Portland.

The title of the most patient coinman of the year goes to Al Muir, manager of the Seattle branch of the American Record Corp. of Calif., whose patience and calmness is a thing to marvel at.

Most happy-go-lucky operator: Mickey Hannon, ex-pug at Anacortes, with Ray Swing of Seattle close behind.

King of Coin Row's deadpans for 1937: Phonograph Operator Bill Roy.

Best conversationalist and most interesting speaker: Art Anderson, manager of the Washington Amusement Association

Most dignified looking coinman in the Northwest: This is a dead-heat between Chet King of Seattle and Bill Smith of Chehalis.

1937's most contagious smile is the one owned and gorgeously displayed by Sybil Stark, phonograph record buyer and office manager for Heberling Brothers.

Most up-and-coming young operator: Frank Countner.

Busiest coinman: B. A. Almvig of Tacoma.

The most versatile man in the Northwest coin machine industry: Cliff Carter, stock clerk and record juggler for the Seattle branch of the American Record Corp. of Calif.

Operator with the best location: Harry Weatherwax who has the exclusive operation of pin games at Ben Paris', Seattle's largest and best-known recreation center.



Sometimes they stand up straight, sometimes they lie on their sides, but whatever their position, the Rock-Ola Imperial 20's remain on the conveyor assembly line for only a short time before they are speeded on their way to eager operators. Working on both sides of the machine, 56 men handle the final assembly along the belt which is in no small measure responsible for maintaining a high production schedule.



Attention Mr. Operator!

The BEST DEAL—\$4.75 complete with 70-hole push card brings \$14.95! Imagine—\$10.20 profit on a \$5.00 investment. You CAN'T BEAT IT! Wire or write—only limited number of barking dogs left.

We carry a complete line of reconditioned pin games, payout tables, counter machines and slots. Lowest prices. Terms: 1/3 down, balance C.O.D.

Southwest Vending Machine Co.

2177 W. Pico

CALL HARRY-RO. 1421

Los Angeles

1937's most sincere and frank operator: Howard Gray.

Best dressed coinman: Here's a tough one, as there are so many well-dressed men. But we give the palm to Johnny Gage, Northwest Wurlitzer service man. Close behind is Bud (One Above) Parr.

Trimmest looking and best kept mustache belongs to Sandy Sandtner, with James Hawkins, the vending machine man, a close second.

Best mechanic for 1937: Jack Howlett, with Bob Walker, Allan Rau and Jack Roberts so close for second that only an eyelash separates them.

Possessor of the best philosophy of life: Miss DeLong, office manager of Decca Distributing Corp.

Strongest coinman: Rudy Peterson, with no one even a close second.

Best informed and most wide awake of the fairer sex on Coin Row: Thelma Oliver, of Jack Moore's who knows what the score is at all times. Close behind are the Misses Claire Berman and Josephine St. Arnaud of Western Distributors who are always on their toes.

Show Registration mounting rapidly.

CHICAGO.—Hundreds of requests for advance registration for the Tenih Annual Coin Machine Show sponsored by the National Association of Coin Operated Machine Manufacturers, flooded NACOMM offices the first week after mailing of announcements, and requests continue to come in at the rate of 100 or more a day, according to report from Secretary C. S. Darling.

Slated for the Hotel Sherman in Chi-

Slated for the Hotel Sherman in Chicago, January 17 to 20, 1938, practically the same method of advance registration as used last year is being practised this year, with applications accepted and filed without charge up to and including January 1, 1938. After that time, even though qualified operators, those registering will be charged the regular fee of \$1 for a season badge.

A regulation registration application form, providing for all information necessary to establish the applicant as a bonafide operator, has been mailed out to each man who has attended shows in the past, and most jobbers have an extra supply of forms. Any operator, jobber or distributor who has failed to receive a blank or who requires extra copies for others in his organization may secure them by writing to

NACOMM at 120 South LaSalle Street, Chicago. It has been pointed out, and the fact that after the first of next month there will be a fee of \$1 confirms the need, that prompt return of these forms is highly important. Identification cards are being mailed to qualified coinmen as rapidly as requests are received, and it is to be hoped that much of last year's last-minute rush may be eliminated this year.

From advance indications the 1938 Coin Machine Show will far surpass any previous ones, both in point of attendance and in early sellout of display space. The slogan of "Bigger and better than ever" was once more adopted by the committee. Convention Manager Joe Huber reports from what he has seen and heard that the outlook for 1938 is very bright, and the number and variety of machines to be displayed assure every operator of equipment adequate for all his territorial requirements. Entertainment Chairman Dick Hood likewise promises a "bigger and better" floor show.

Exhibitors who have taken display space since publication of the list in the

November COIN MACHINE REVIEW include: A-C Novelty Co., American Chicle Co., Coan-Sletteland Co., Inc., Electrical Products Co., John Gabel Mfg. Co., Gem City Machines, Inc., Independent Lock Co., Johnson Fare Box Co., Mason and Co., Popcorn Robot Corp., Popmatic Mfg. Co., and Richards Mfg. Co.

This year, in order to avoid many of the delays and annoyances which operators, jobbers and distributors have met during recent years at these shows, three official hotels have been named, in addition to the Hotel Sherman, the headquarters hotel. All within two blocks of the Sherman, the other three hotels are the Bismarck, LaSalle and Morrison. All have agreed to furnish between 2,000 and 3,000 rooms, which will care for most of the visitors to the 1938 Show, and each has definitely agreed, on all reservations accepted by it, to have a room available on the date of arrival for the person making the reservation.

Forms to be used in requesting hotel rooms were part of the advance registration blanks sent out by NACOMM.

For a Happy and Prosperous New Year-

RESOLVE:

To get on the RIGHT side of the fence in 1938 with the AUTOMATIC POPCORN VENDOR.

Seasons Greetings and Good Wishes

R. J. HINNERS CO.

(Formerly VENDAMATIC)

1632 South Los Angeles St. LOS ANGELES, CALIFORNIA

'Unsung Heroes'

given tribute by Seeburg.

CHICAGO. — "Although Royale and Rex, our famous 20 record multi-selector Symphonolas, are known to all music operators, our staff of 'unsung heroes' is known to no one but ourselves. It is these 'unsung heroes' who are helping tremendously to increase profits for Seeburg operators. Their job is to travel incognito to all parts of the country contacting operators, distributors, location owners and even the general public. From all the information they gather we are able not only to design better equipment for more profitable operation, but by maintaining such close contact with everyone who has any part in the success of Seeburg Symphonolas we are able to guide operators in such a way that they will obtain the most profits from the equipment.

Thus did N. Marshall Seeburg, official of the J. P. Seeburg Corp., make public some facts hitherto unknown to the trade, so, last week, was tribute paid to a small group of highly important men to whom due credit is rarely given, yet whose activities play a vital part in helping Seeburg heads to aid the operator in gaining profit with Seeburg Symphonolas.

"The merchandising of music is as important as the merchandising of a necktie or shirt," Seeburg declared. "We realize this factor and operators all over the country appreciate the valuable help we give them in this respect. Their approval and appreciation of our efforts is evidenced by the tremendous number of orders they have placed for Seeburg Symphonolas, the Royale and Rex in particular. They say that the fine, trueto-life musical reproduction of Seeburg Symphonolas is an important factor as they play their way to fame and profits on the finest locations throughout the

Hector

the Garbage Collector released by American Record.

HOLLYWOOD. — George W. Yates, president of the American Record Corporation of California, announced this week that "Hector, the Garbage Collector," an original song novelty by Earl Showers, will be released under the Vocalion label on December 10. Record will bear the number 3876.

West coast operators are more or less familiar with "Hector" for it was through the efforts of the late Jack Shoemaker, president of the Northern California Music Operators' Association, and Paul W. Blackford, publisher of THE RE-VIEW, that the record was made.

Showers first introduced his novelty number at a meeting of the Bay operators and many of them pledged large orders if the number was made into a record. At a meeting of the southern operators Showers again played his number and received tremendous ovations from the ops.

American Record has done a marvelous job of recording this unique novelty tune and it appears destined to "clean up" for music ops. everywhere.

Houston Musicmen

hold party, meet

HOUSTON. (RC)—"They ignored the coid wet weather and had one grand time together", referring of course to the night club party, the regular monthly social affair of Harris County Phonograph Operators' Association. Held at Archie's Log Cabin" the meeting was attended by music operators, their wives, sisters, and friends. The entertainment committee adhered to their policy of offering something different each month, and really scored a hit. It was by far the most enjoyable social meeting to date, due possibly to the fact that ladies were present.

Thanksgiving spirit was reflected in the supper menu of shrimp cocktail, roast turkey, and dressing, hot biscuits, sweet potatoes, mince pie, and coffee. A short program followed supper then the guests amused themselves as they pleased. Dancing to music furnished by Lone Star Music Co., playing different games and "just talking," were the prin-

cipal forms of amusement. Some of those present were: Mrs. Lois Stelle, Messrs. and Mmes. W. C. Atkins, Preston Hopper, Leon Gilloyly, Fred Mc-Clure, William Peacock, Eugene Dean, Sam Ayo, Henry Cruse, D. W. Willett, Misses Annabel Pearce, N. D. Gillham, Little, Angie Ayo, Wilma Roodes, Hazel Turner, and Messrs. W. A. Niemackl, Hans Von Reydt, A. H. Shannon, J. R. Hazlett, Marshall Cook, W. U. Rabe, J. W. Williams, Ted Muhauier, Howard Milligan, Buster Ayo, H. H. Horton, H. Burgdoff, H. M. Crowe, and Lester T.

Members of Legislative Committee recently held a very satisfactory meeting with the Mayor of Houston and members of the City Council.

W. A. Niemackl reported the meeting as informal and unofficial, mostly a good-will, get-acquainted affair. Matters of general interest to music operators were discussed in a general way, two such matters being outside loud speakers and smutty records. The operators offered their whole hearted cooperation and city council members were willing to meet them more than half way.

Niemackl stated that the City officials appeared to regard the music operator in his true light, considering him a professional musicman supplying a popular demand for legitimate entertainment at a reasonable price. In the future it is believed that the operator will receive the same fair and equal treatment as is accorded any other business man.

Lite-a-Pax.

newest Bally game.

CHICAGO.—It's really five games in one, according to Bally Mfg. Co.'s General Salesmanager Jim Buckley. basic game, as the name Lite-a-Pax implies, is built around six popular brands of cigarettes whose packs are reproduced in full colors on the display front of the new counter machine, and awards are in cigarettes. However, Buckley indicated, other styles of play will be available immediately at a slight extra cost, and additional replacement fronts will be developed from time to time. Change can be accomplished in about three minutes, and thus the MUSIC SURVEY

Best Sellers for November BLUEBIRD

BLUEBIRD

B-7069—Vieni, Vieni
Don't Play With Fire
Rudy Vallee & his Orchestra

B-7226—When the Organ Played "Oh Promise
Me"
In a Mission by the Sea
Rudy Vallee & his Orchestra

B-7227—Sweet Varsity Sue
Farewell, My Love
Jerry Blane & his Orchestra

B-7219—She's Stopped Giving Everything
Away
Blue Accordion Blues
Bob Skyles & his Orchestra

BRIINSWICK

BRUNSWICK

BRUNSWICK

8003—Vieni, Veini
In a Mission by the Sea
Horace Heidt & his Orchesta

7981—I'll Love You in My Dreams
Bugle Call Rag
Horace Heidt & his Orchesta

7977—Once in Awhile
Sweet Varsity Sue
Horace Heidt & his Orchesta

7988—Bob White
Jamboree Jones
Johnny Mercer & his Orchestra

DECCA

1415—You Can't Stop Me From Dreaming
Blossoms on Broadway
Dick Robertson & his Orchestra

1441—Harbor Lights
My Cabin of Dreams
Frances Langford

1450—Vieni, Vieni
Cielito Lindo
Ted Fio Rito & his Orchestra

1462—Can I Forget You
The Folks Who Live on the Hill
Bing Crosby
MELOTONE DECCA

MELOTONE

MELOTONE
7-12-51—There's a Ranch in the Sky
Ridin' the Sunset Trail
Patsy Montana with the Prairie
Ramblers
7-12-61—It's Roundup Time in Reno
In the Land of Zulu
Gene Autrey & his String Band
7-12-60—Old Buckaroo Goodbye
Rhythm of the Range
Gene Autrey & his String Band
7-12-02—If It's the Last Thing I Do
I Owe You
Chick Bullock & his Orchestra

VICTOR

VICTOR

25693—Who
Marie
Tommy Dorsey & his Orchestra

25686—Once in Awhile
If It's the Last Thing I Do
Tommy Dorsey & his Orchestra

25701—Everything You Said Came True
Marche

25701—Everything 10-20
Maybe
Guy Lombardo & his Orchestra
25695—Nice Work if You Can Get It
You're a Sweetheart
Tommy Dorsey & his Clambake Seven

VOCALION
3766—There's a Man That Comes To Our House
Gee But It's Great To Meet a Friend
Sweet Violet Boys
3853—I Want a Girl
I Like Mountain Music
Hoosier Hot Shots
3758—Right or Wrong
Loving You
Mildred Bailey & her Orchestra

operator will be able to run the equipment year in and year out, merely changing the front when play lags.

In describing the game Buckley declared, "Although surprisingly compact, Lite-a-Pax has much the same flash and eye-appeal of the modern pin game backboard, with light flashing up and down and back and forth, creating the utmost suspense as the player waits for the lights to fall into one of the almost countless patterns developed by the unique new multiple-spinner mechan-

'Operators and jobbers who have seen Lite-a-Pax claim it is the most attractive counter game offered in years and are now placing their orders by the hundreds. We are swinging into full production at once and, within a week, expect to be on a 300-a-day schedule.

MACHINE REVIEW

relocates on Los Angeles' Coin Row.

LOS ANGELES. — Rapid forward strides indicated by a mounting volume of orders, cramped quarters, and a boundless enthusiasm for Rock-Ola products, coupled with a desire to give the greatest amount of service and satisfaction to operators who "recognize the merits of Rock-Ola equipment," has led the National Amusement Co. to forsake Hollywood for Los Angeles' "Coin Machine Row" on West Washington Boulevard

Acquired in April of this year by Bob Stark, whose father has long been identified with the Ideal Weighing Machine Co., National Amusement's progress has been the result of constant and sincere study of the problems facing the operator. That same study showed a need for greater consideration for the man who buys coin operated equipment, and indirectly, as a means of saving the operator's time and giving him better service, resulted in the move to new, closer-in quarters which are being furnished in superlative manner.

Named General Manager for National Amusement Co. several months ago, Martin V. "Bud" Smith shares Stark's enthusiasm for Rock-Ola, and promises to fulfill his job capably, that of helping operators to increase their profits.

Together the young executives of the firm traveled to Chicago during the latter part of the summer to make plans for 1938, to break in Stark's new car, and to return with two carloads of Rock-Ola 20 Record Imperials and World Series.

Jack Moore

visits L. A. office.

LOS ANGELES: — Just about his first trip since its organization, and of vital importance because he wanted to "keep acquainted" with his associates, Jack R. Moore, head of the firm bearing his name, paid a four day visit to Jean Minthorne and the Los Angeles branch of the Moore organization during the closing days of November.

Open house at Los Angeles headquarters was held Monday, November 29, so that operators might have an opportunity to meet Moore, and the Minthornes, Mr. and Mrs., played host during the rest of the time to Jack and Mrs. Moore, whose first trip it was to the Los Angeles office.

Miss Edna Morgan, Moore's secretary, was also a local visitor during the executive's stay.

Other visitors to Minthorne's offices were N. M. Peterson and Duke Morgan of the home office of the J. P. Seeburg Corp., who are making a survey of the Coast on possibilities for Rex and Royale Symphonolas. Morgan remained two weeks and then moved on, while Peterson remained in the city.

Minthorne reports that recent adherents of the Seeburg banner include Musicmen Milton H. Lange of Glendale, Jim Alle, Frank Navarro and Angelus Novelty Co. of Los Angeles, Milton Noriega of Colton, George W. Culver of Calexico, the Presher Brothers—O. H., C. T. and H. T.—of San Diego, and Phil Brown of Bakersfield.



Cash Sale

for \$17,000 startles
Mohr Brothers

LOS ANGELES.—Coolly, one day last week, a stranger walked into the show-rooms of Mohr Brothers of Los Angeles, distributors for Popmatic for California, Arizona, Utah and Nevada, inspected the machines on the floor, pushed a nickel into one, ate a bag of popcorn, turned to an inquiring Mohr Brother and said, "I want a hundred of them."

Just as coolly the stranger gave his name, said he was from San Pedro and a newcomer to the business, and peeled out \$8,000 in \$500 bills. The balance, \$9,000, was paid in cash by the man—no longer a stranger—this week when the first of the firm's carload lots of Popmatics arrived in the city.

It has been only in the past few days that Popmatic has been able to catch up on deliveries to such an extent as to permit Mohr Brothers to have several carload lots; prior to that time, much to the regret of the factory, the local dis-

tributing firm, and the operators with machines on order, the machines had to come through in smaller quantities.

So enthusiastic were the operators in their receipt of the machine that Mohr Brothers literally "burned up the wires" to St. Louis demanding machines, and now continued LCL shipments were virtually assured.

With returns on the machine far beyond expectations, there are now more than 250 Popmatics in operation in the California territory.

From the factory word has come that good reports are in from Portland where Fritz Hall's Northwest Popmatic Co. is covering the states of Washinaton, Oregon and Idaho. The states of Colorado, Wyoming, Montana and New Mexico have been taken over by the Rocky Mountain Popmatic Co., another newly formed distributing outlet, and in Wisconsin Popmatic is being distributed exclusively by Jack Rudolph of DeKalb, Ill., who already has an excellent record in the coin machine field.

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DECEMBER, 1937

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Bargain Mart

COIN COUNTERS-

Penny and nickel aluminum tube coin counters. Stacks, counts, makes wrapping easy. Fits pocket. 1c or 5c size \$1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill.

ROLLER BEARING CLIPS

Manufacturer sells to dealers Roller Bearing Clips. Reasonable. H. JULIUS, 1758 62nd St., Brooklyn, N. Y.

TOKENS AND CHECKS-

We furnish all types of tokens or checks for pin games or payout tables, slot machines, etc. Mailing list compiled. Coin counters, name plates. Write for circular and samples. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill.

MAILING LISTS-

Mailing list newly compiled of buying operators and jobbers from coast-to-coast, or by states if desired. 2,500 names \$5.00, 5,000 names \$9.00, 7,500 names \$12.00. We guarantee our lists to be up-to-date and accurate because of regular mailings. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave... Chicago, Ill. SS-C

COIN COUNTERS-

Do you count pennies and nickels? "Presto" Coin Counter counts and stacks 100 pennies in 15 seconds, also stacks nickels. Fits the pocket. Handy, rapid and exact. Money refunded if not satisfied. Price \$1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill.

FOR SALE-

Paces Races at lowest prices. Cash and check separator models, perfect condition. CHARLES PITTLE COMPANY, New Bedford, Mass.

SUPPLIES FOR SALE-

Five Star Ball Gum \$10.50 per case (100 Bxs.) Freight Prepaid. Special quotations on 10 and 25 case lots. AMERICAN CHICLE FACTORY DISTRIBUTOR, 1322 Congress St., Chicago. (D-P)

Tubular Coin Wrappers, Best Kraft Paper, 48c per thousand in 20,000 lots. Coin Counters guaranteed perfect, heavy aluminum, penny or nickel size, \$9.00 per dozen. HECHT NIELSEN, 1322 Congress St., Chicago, Ill.

FOR SALE-

Reel 21, \$3.50. Will trade Wurlitzer Phonographs, Mills small Scales, Mills Cigarette Machines for slots. O'BRIEN, 89 Thames, Newport, R. I.

Peanut and Ball Gum Machines, used, \$1.50 and up. Parts and globes for all Columbus models. Nuts, ball gum, candies, and charms at factory prices. HECHT NIELSEN, 1322 Congress St., Chicago, Ill.

FOR SALE-

A big Phonograph Record Closeout! 500,000 Victor, Brunswick, Master, Decca, Bluebird, Melotone, Vocalion Records. Some are brand new and late releases. Some slightly used. Only \$3.00 per hundred assorted records. No two alike. Packed 100 to box. Full price must accompany order, F. O. B. Greenville. Order quick! McCORMICK MACHINE COMPANY, 121 West Fourth Street, Greenville, N. C. (D-C)

SLOT MACHINES REPAIRED-

Adjusted, percentage changed, converted to mystery pay. Refinished and made to look like new. Award cards, reel strips, etc. Prompt attention to shipments. Wire for prices. Reference: Any Los Angeles jobber. GRAHAM, 212 E. Palmer Avenue, Glendale, Calif. Phone: Kenwood 1093. (S-P)

Erie Diggers, \$15.00; Iron Claws, \$25.00; Merchantmen, roll chutes, \$45.00; Mutoscope Diggers, \$40.00; 30 Advance Duplex E 10c Napkin or Handkerchief, \$3.50; package cigarette machines, all sizes, \$22.50 up; 30 Pie and Sandwich 10c machines, \$8.00; K-O Fighters, \$25.00 each; 40 Snax Stores 5c Candy Bar Vendors with stands, perfect, \$38.00 each; 100 Mills 5c Candy Bar machines, 5 columns, slug proof, with stands, \$30.00 each; 30 Exhibit Moving Picture machines, complete with stands and 5 sets of pictures, \$8.00; 10 6-column National package cigarette. machines, complete with stands, \$8.00; 25 Yu-Chu ball gum vendors, \$2.85 each; 20 Mills Modern Weighing Scales, like new, \$29.00 each. NATIONAL VENDING MACHINE CO., 4242-44-46 Market St., Philadelphia, Pa. (D-P)

1 Bally Carom, \$45.00; 1 Preakness, \$60.00; 1 Bally Ballot, \$35.00; 1 Sunshine Baseball, \$17.50; 1 Jennings Flicker, 15.00; 1 Derby Day, \$45.00; 1 Gottlieb Daily Races, \$25.00; 1 Bally Fairgrounds, \$100.00; 1 Daval Daily Double, \$20.00; 1 Mills McCoy, \$20.00; 1 Arlington (new), \$80.00; 1 Exhibit Chuckalette, single slot, \$90.00; 6 Wurlitzer Skeeballs, \$50.00, crating charge \$10.00 extra; 1 Wurlitzer P 10, \$75.00; 1 Columbia Bell, no Jackpot, cigarette reels, \$35.00; 1 Mills Q. T., 5c size, \$35.00; 3 Bally Babys, cigarette reels, \$7.50; 2 Jennings Win-a-Pak, \$7.50; 1 Daval Zephyr, 5c size Bell fruit reels, new, \$15.00; 3 Centasmokes, with or without dividers, \$7.50; 1 Tit-Tat-Toe, \$5.00; 1 Rock-Ola Triple Jack, \$5.00; 12 55 lb. welded nut stands, single or double, \$3.00; 25 Northwestern Merchandisers, green lacquer, \$6.00, Every item greenteed. One third deposit green lacquer, \$6.00. Every item guaranteed. One third deposit, balance C.O.D. PUBLIC SCALE CO., 1915 Leavenworth St., Omaha, Nebr.

FOR SALE-Mills Blue Fronts, \$39.50 each; Slot machines, \$10.00 each; Rolascores, \$29.50; Bowlettes, \$39.50; Turf Champs, \$59.50; Carom, \$39.50; Classics, \$49.50; Golden Wheel, \$69.50; Derby Day Clocks, \$49.50; Advance Cigarette vendors, 120 packs, \$19.50, new, \$45.00; Jungle Dodger, \$45.00; Chico Derby, \$35.00; Mercury, \$29.50; Beamlite, \$49.50; Keeno, \$29.50; Totalizer, \$22.50; Fireball, \$7.50; Stormy, \$37.50; Outboard, \$21.50; Hit and Run, \$41.50; Home Stretch, \$30.00; Tournament, \$30.00; Crossline, \$17.50; Airway, \$45.00; Track Meet, \$32.50; \$30.00; Crossline, \$17.50; Airway, \$45.00; Track Meet, \$32.50; Excel, \$7.50; Double Action, \$19.50; 3 Stars, \$9.50; Nip and Tuck, \$8.50; Silver Flash, \$47.50; Bumper Pok-O-Lite, \$22.50; Sensation, \$29.50; Skooky, \$23.50; Booster, \$9.50; Running Wild, \$19.50; Batter Up, \$19.50; Replay, \$17.50; Boo Hoo, \$27.50; Great Guns, \$21.50; Wizard, \$9.50; Long Beach, \$39.50; Daytona, \$19.50; Richochet, \$17.50; Ball Fan, \$15.00; Penny Packs, \$7.50; Reel Spot, Reel Dice, Reel 21, each \$7.50; Zephyrs, \$9.50; Nugget, \$6.50; Trio-Pak, \$12.50; Daval Bumper Bowling, Latonia, \$49.50; Games before Bumper, \$4.95 each Bowling, Latonia, \$49.50; Games before Bumper. \$4.95 each. Send list and 1/3 deposit. LEHIGH SPECIALTY CO., 2nd and Green Sts., Philadelphia, Pa.

MAIL COPY and CUTS NOW for the REVIEW'S ANNUAL CONVENTION NUMBER

Final Advertising Forms Close In

Los Angeles On

JANUARY

Issue will be mailed on the 10th to reach subscribers before they leave for the show!

MACHINE REVIEW



15% is a good return on any SECURE INVESTMENT and that's your minimum with

Decide today
on this
LEGAL
EQUIPMENT

Cash in on the trend toward legal coin-machine equipment. LoBoy, the compact coin-operated weighing scale, is 100% legal. Put LoBoys out on a route and let them work for you. Forget about them-if you're busy and when you come around to collect you'll be surprised at the number of pennies your LoBoys have taken. An investment in LoBoy is as safe as money in a government bond. The return is just as steady and sure. Buy LoBoys as a form of insurance on your other equipment.

LO-BOY 5 [R L E 5

Spend wisely several hours these next few months to provide a secure income the year round—at a high rate of "interest". Establish a route of LoBoy personal weight scales. NOW—at a time when people are crowding into business districts and stores. LoBoys once placed require no attention-except for collections. Fifteen per cent is but a minimum return on your investment in LoBoys. Many operators receive as high as 50% to 100%. LoBoy is a masterpiece of scale craftsmanship-44 inches high-needs only 2 square feet of floor space, smart in appearance, modern in design, absolutely accurate. Let LoBoys increase your profits not only this winter—but next summer and many seasons to come. A FIVE YEAR Guarantee covers every LoBoy.





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For the first time LoBoy scales are available on a liberal deferred payment plan. Spread your investment to increase the number of scales you operate and be assured of continued profits. Ask us about this new plan.

ROCK-OLA

MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE

Chicago



IROCH-OLR'S Imperial 20

Check THESE FIFTEEN, FEATURES

- ★ Visible coin escalator.
- ★ All-in-one program panel.
- ★ Twenty record multi-selector.
- * Exquisite deluxe cabinet.
- **★** Matchless tone quality.
- ★ Lightweight crystal pickup.
- \bigstar Scratchless reproduction.
- ★ Jensen speaker, 15-inch.
- ★ Full floating baffle.
- ★ Less parts in mechanism.
- ★ One positive cam movement.
- ★ Micro-sensitive switches.
- ★ Mechanically driven trays.
- ★ Chassis accessible from front.
- ★ Fascinating light-up effect.

Music lovers demand the best there is in music. Rock-Ola's "Imperial-20" is their choice. Has that unequaled Rock-Ola tone—that matchless cabinet beauty—that flawless mechanism—and TWENTY RECORD selection to satisfy the most exacting taste in music. You owe it to yourself and your locations to provide the world's best phonograph music.

ROCK-OLA MIG. Carp. 800 N. KEDZIE AVE., CHICAGO, ILL. CANADIAN DISTRIBUTORS: PAND H COIN MACHINE

LOOK TO ROCK-OLA FOR LEADERSHIP!